

EMBARK

Non-Rider Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted to EMBARK by:

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2016 OKC EMBARK

Non-Rider Survey

Introduction

ETC Institute conducted a survey of residents in the Greater Oklahoma City area who were not currently using EMBARK services. EMBARK would like to understand the public transit needs of the growing and changing population. 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.

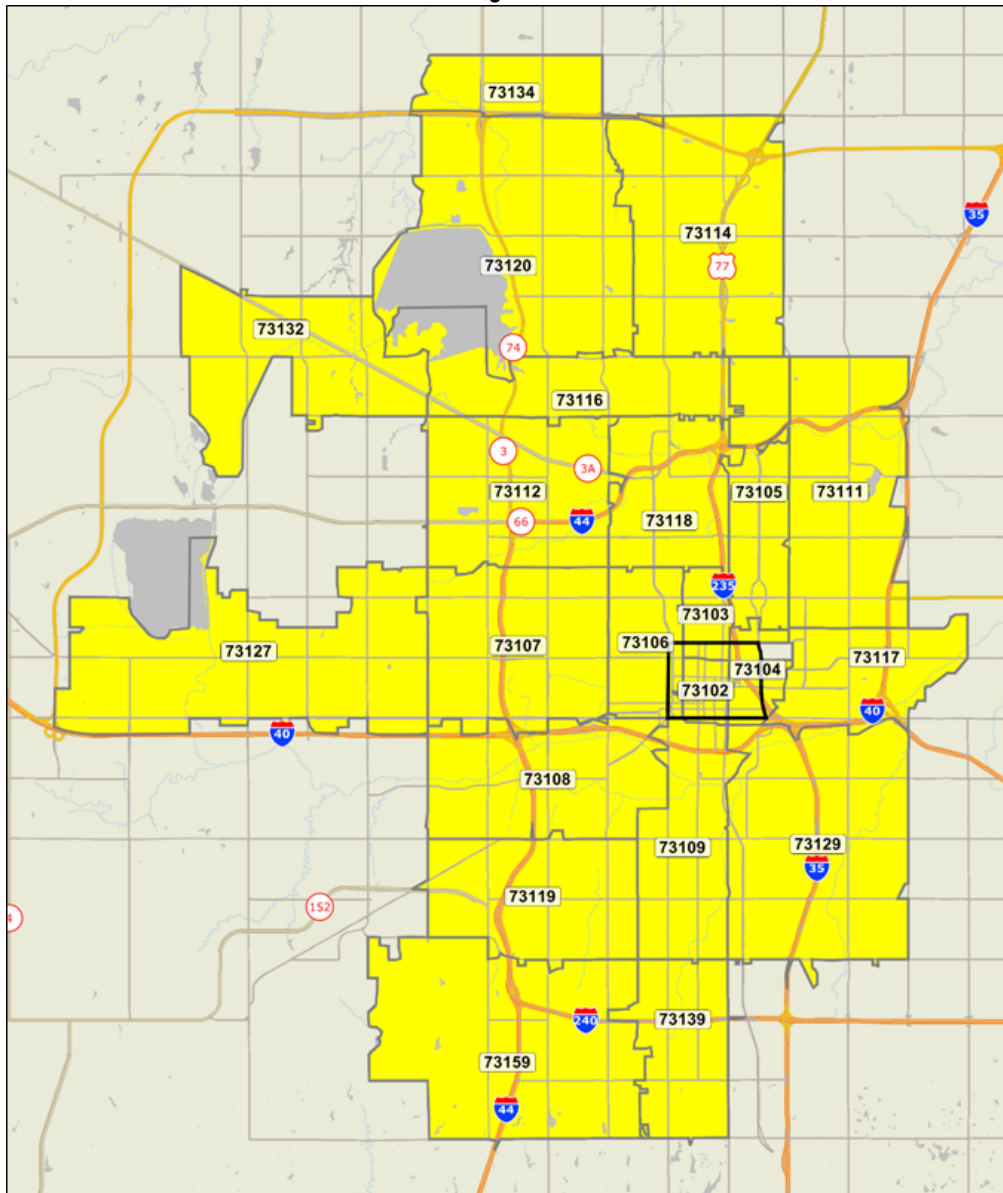
Some of the topics addressed on the survey included:

- 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;
- Whether or not 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 non-commuters;
- Usefulness of various incentives that could be used to influence non-riders to begin using EMBARK services;

Methodology

The survey was administered by email/mail to a random sample of 814 residents who indicated they had not used EMBARK services during the past six months, and do not work for a public transit or market research company. The sample covered the following zip codes; 73134, 73117, 73139, 73159, 73108, 73119, 73109, 73107, 73102, 73104, 73129, 73103, 73106, 73105, 73112, 73118, 73111, 73127, 73116. 73132. 73114. 73120.

2015 OKC EMBARK Non-Rider Survey Study Area



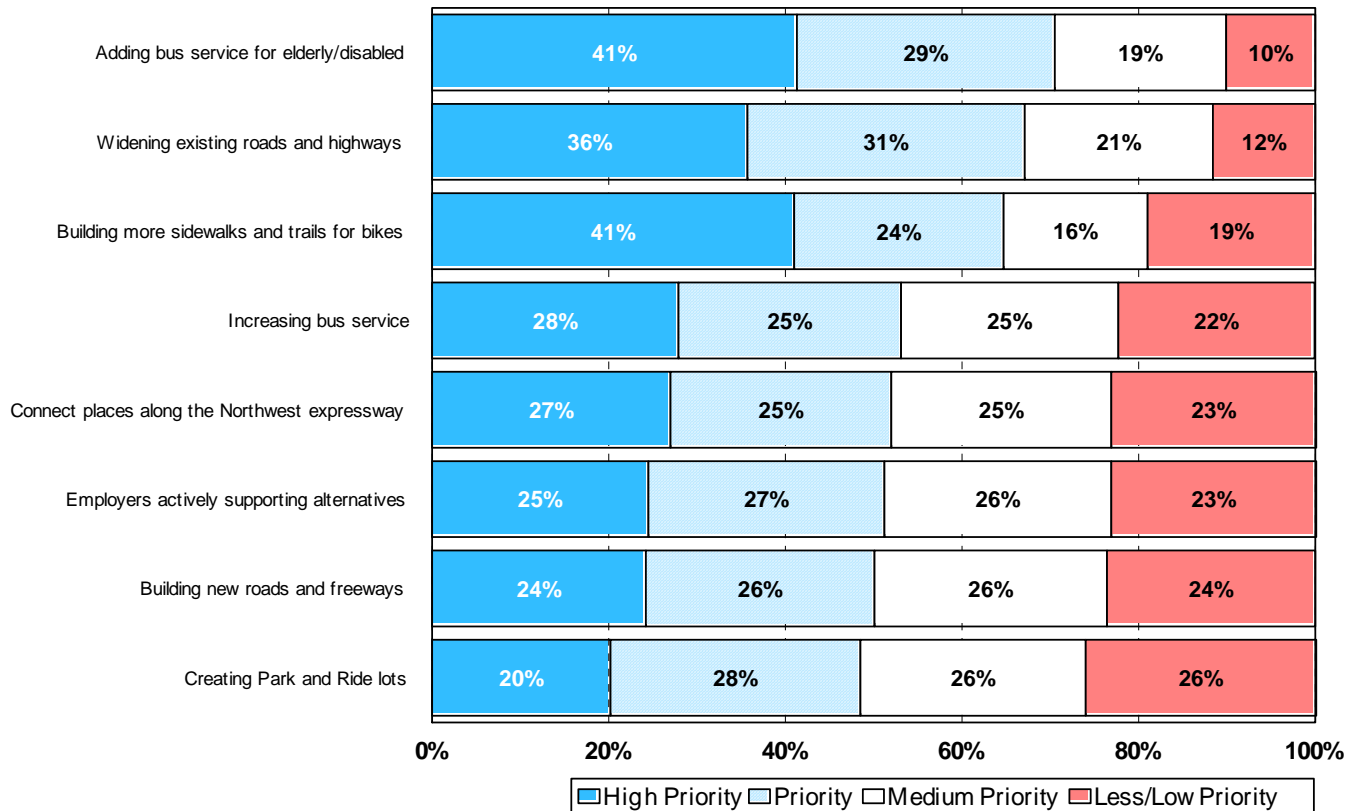
The overall results of the survey have a precision of at least $\pm 3.5\%$ at the 95% level of confidence. The results for each zone are shown separately in Section 2 of this report.

Findings

- Over 50% of survey respondents believe Education is one of the two most important issue facing Oklahoma City and the surrounding area in 2016. Nearly a third (31%) of survey respondents believe road maintenance is one of the two most important issues, and nearly a quarter (24%) believe crime/violence/meth labs is one of the two most important issues facing Oklahoma City and the surrounding area in 2016.
- Less than a tenth of survey respondents, who are non-riders, believe traffic congestion (9%), and public transportation (7%) are one of the two most important issues facing Oklahoma City and the surrounding area in 2016.
- Eighty-one percent (81%) of non-riding survey respondents believe maintenance of local roads is a major transportation issue, this is followed by mobility for seniors and the disabled (54%), and traffic congestion during commute time (52%). While local bus service was seen as a major issue by only 40% of respondents.

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

by percentage of respondents Excluding "Don't Know"



Source: ETC Institute (2016 Embark Non-Rider Survey)

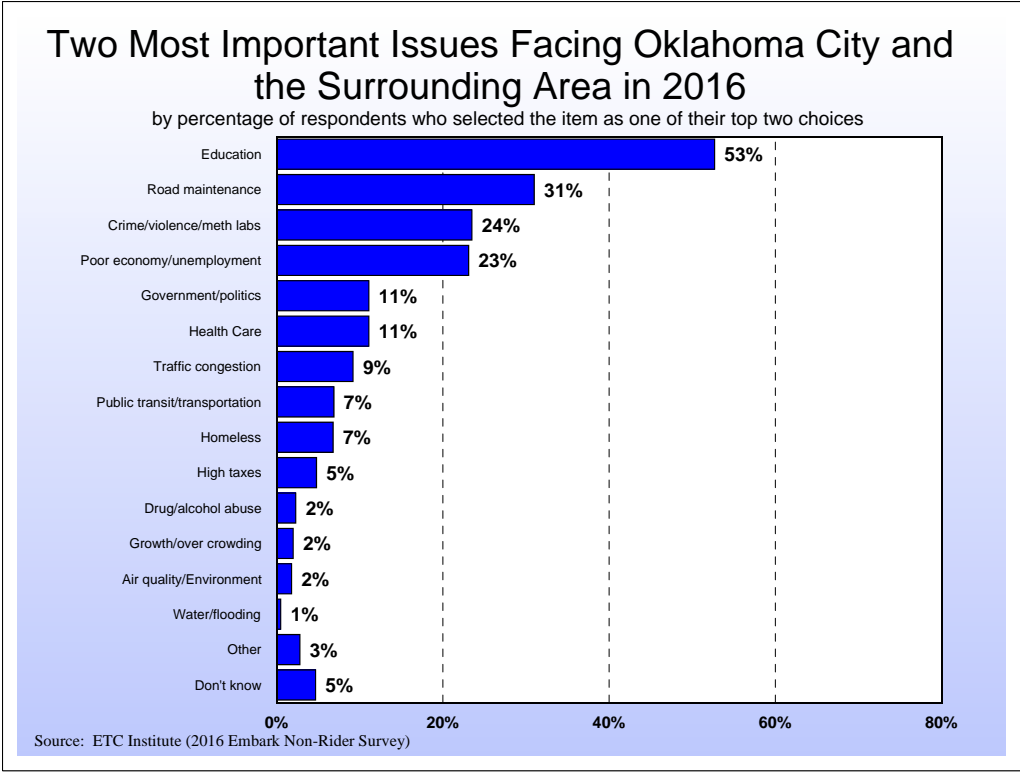
- Nearly three-quarters (70%) of survey respondents rated adding bus service for the elderly/disabled as a high priority or a priority when rating different options being considered to improve transportation in the area. Widening existing roads and highways (67%), and building more sidewalks and trails for bikes (65%) were also rated as a high priority or priority when rating different options being considered to improve transportation in the area.
- Over three-quarters of survey respondents rated rides for people without cars as the greatest benefit to having public transit service in the Oklahoma City area. Other ratings include:
 - Get people to work/reduces congestion (48%)
 - Environment/Air quality/Reduces pollution (47%)
 - Saves money/Affordable alternative to car (36%)
- Over half (51%) of survey respondents knew EMBARK to be the name of the public transit system in Oklahoma City. However 29% selected don't know as their response, although 64% of survey respondents had heard of EMBARK.
- Overall opinions of EMBARK service were relatively good. Four percent (4%) rated EMBARK services as excellent, 29% as good, 40% as average, and just over a quarter (27%) of respondents rated EMBARK as below average or poor.
- Eighty-five percent (85%) of respondents surveyed indicated they had not considered riding EMBARK for any reason.
- Over half of commuters (55%), and non-commuters (63%) stated they would consider riding the bus for the same trips they are making now. However, 12% of commuters and only 6% of non-commuters stated they would not ride even if it were free to do so. Whereas nearly equal numbers of commuters (33%), and non-commuters (31%) indicated they would only ride if they had no other transportation available.
- Frequency of service and on-time performance of the bus system were both among the top two choices of how important each characteristic of bus service is to respondent when deciding whether to ride the bus for their trips. For commuters and non-commuters 99% indicated frequency of service was very important or somewhat important. Ninety-nine percent (99%) of non-commuters indicated on-time performance was very important, and 98% of commuters indicated the same.
- If improvements were made to items commuters and non-commuters rated as very or somewhat important to them 38% of commuters and 31% of non-commuters indicated they would be very likely to find out more about service and begin riding. Similar numbers between commuters (5%), and non-commuters (8%) indicated they would be

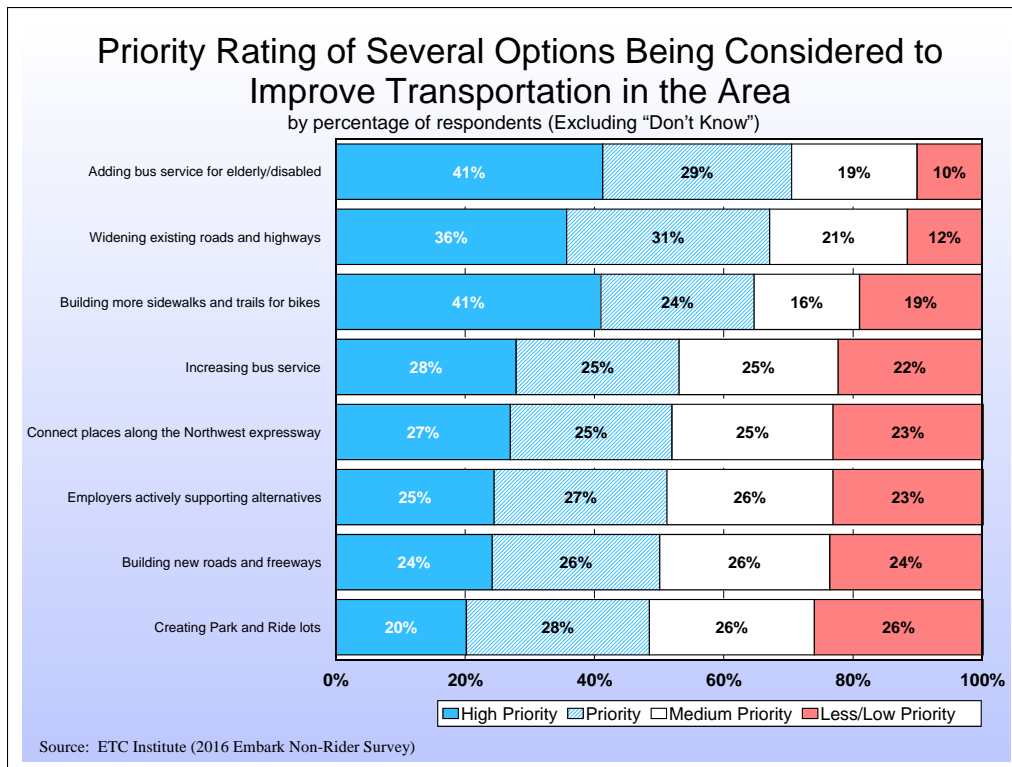
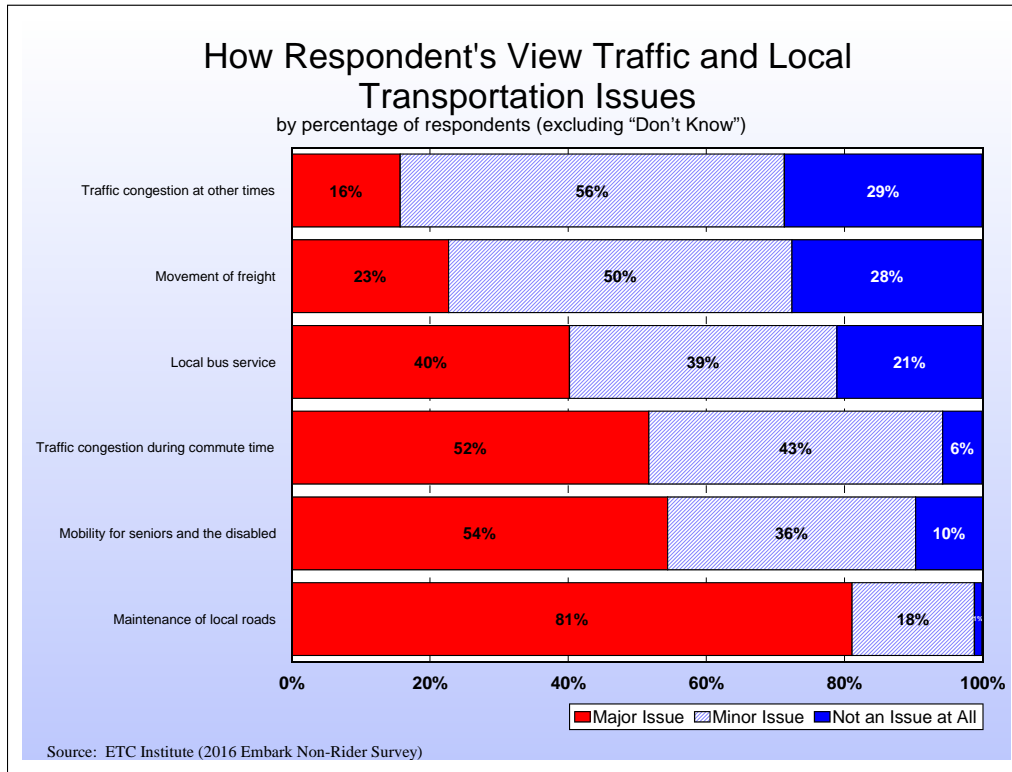
not at all likely to find out more about service and begin riding, even if the improvements they rated as very or somewhat important were made.

- For commuters, mobile apps for trip planning and bus location (66%), promising a free taxi ride home in case of an emergency (64%), and the ability to pay for fare from a mobile app or credit card (62%) all rated among the highest for how useful an incentive would be to influence them to start riding the bus. Commuters rated those incentives as very useful.

Section 1:
Charts and Graphs

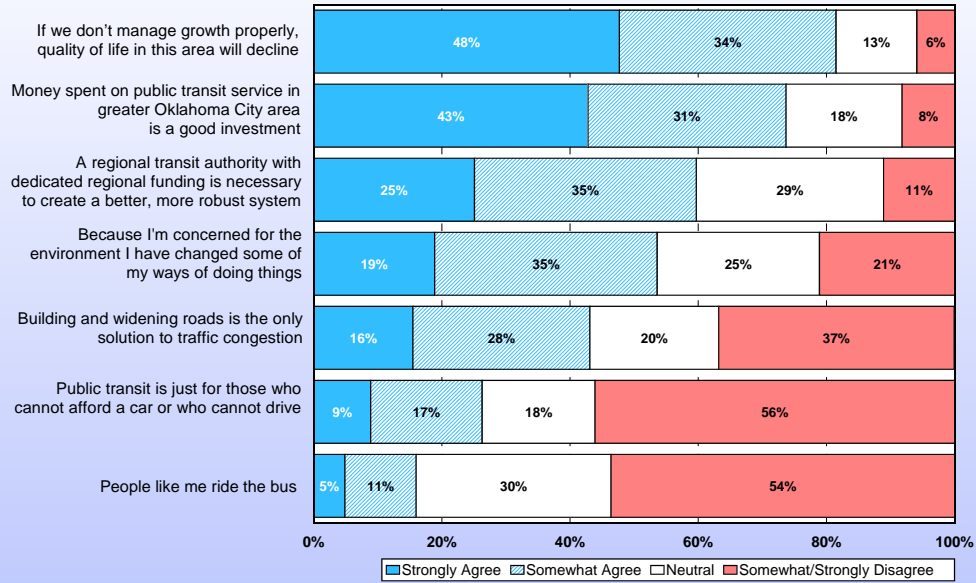
Overall Results





Respondent's Level of Agreement with the Following Statements

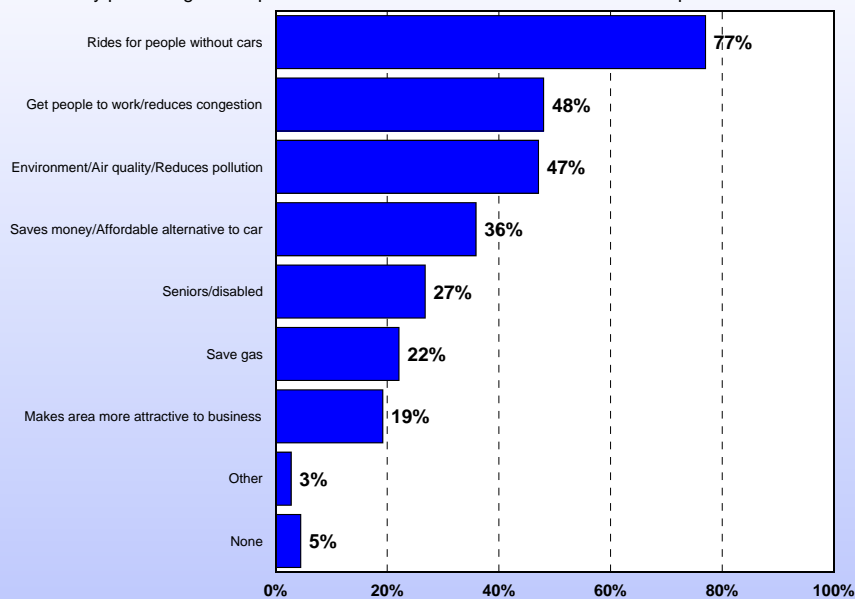
by percentage of respondents (excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Greatest Benefits to Having Public Transit Service in Oklahoma City Area

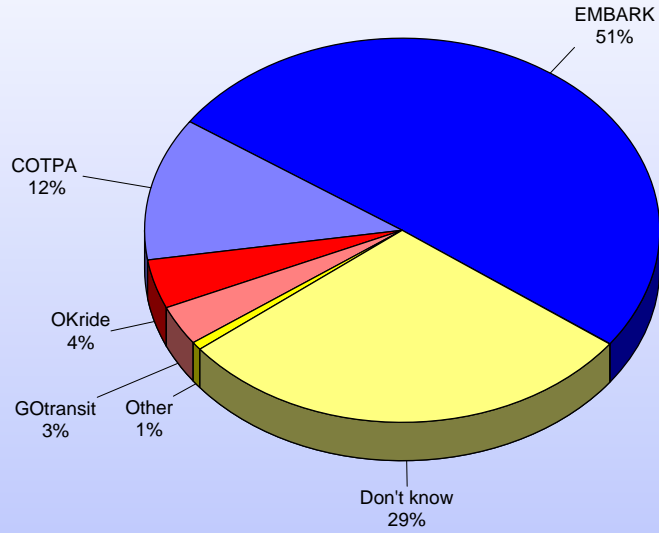
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2016 Embark Non-Rider Survey)

What Respondent's Believe is the Name of the Public Transit System in Oklahoma City

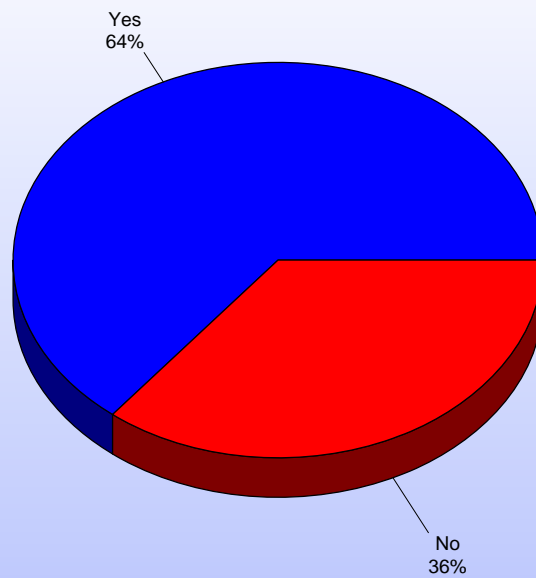
by percentage of the respondents surveyed



Source: ETC Institute (2016 Embark Non-Rider Survey)

Whether or Not Respondent Has Heard of EMBARK

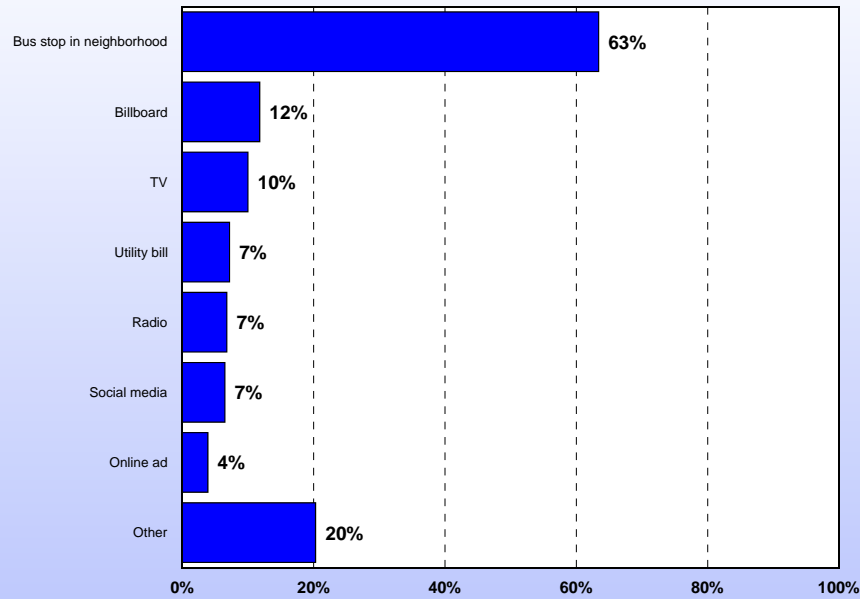
by percentage of the respondents surveyed (Excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

How Did Respondent Hear About EMBARK

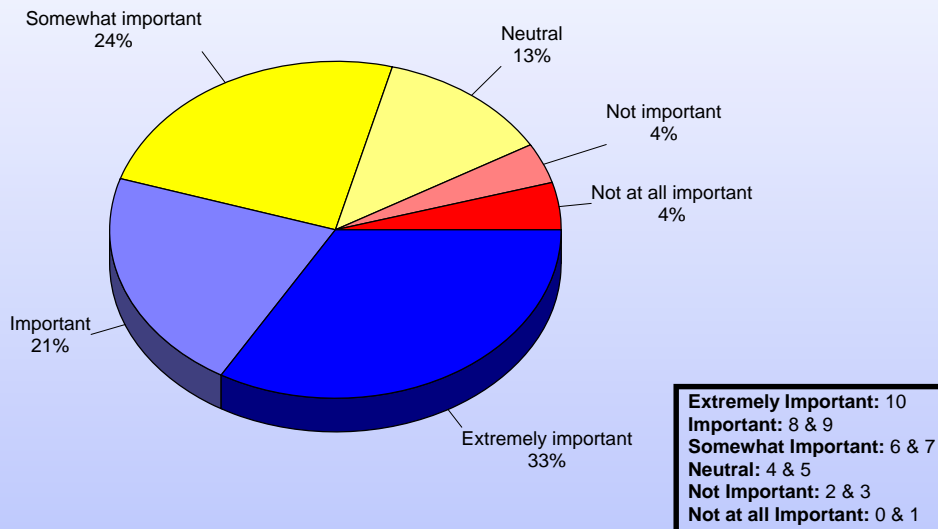
by percentage of the respondents surveyed who answered "Yes" to having heard of EMBARK



Source: ETC Institute (2016 Embark Non-Rider Survey)

How Important Respondent Feels Investment in Public Transit is for Oklahoma City's Long-Term Future

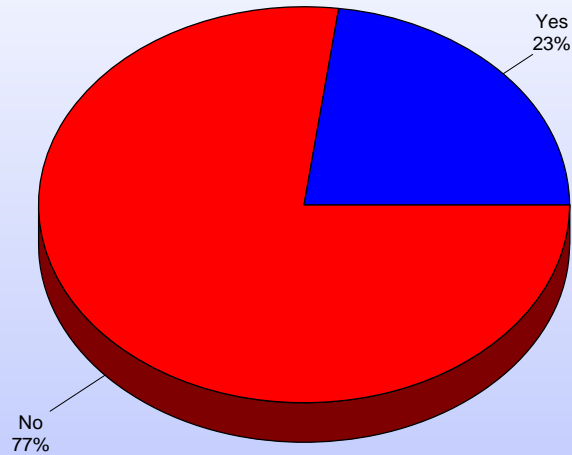
by percentage of the respondents surveyed (Excluding "Don't Know")
 Respondents were asked to rank importance on scale of 1-10



Source: ETC Institute (2016 Embark Non-Rider Survey)

Has Respondent Used a Ride-Share Service such as Uber, or Lyft, etc. in the Past 12 Months

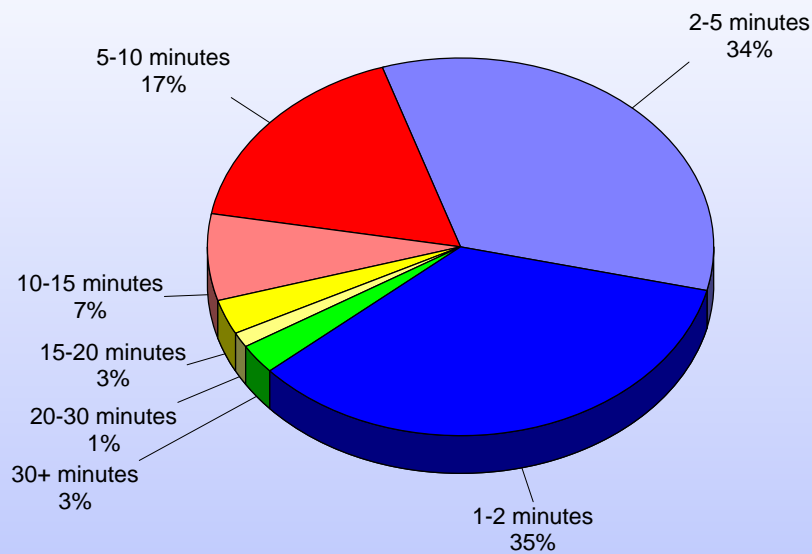
by percentage of the respondents surveyed (Excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

About How Many Minutes Does Respondent Live from an EMBARK Bus Stop

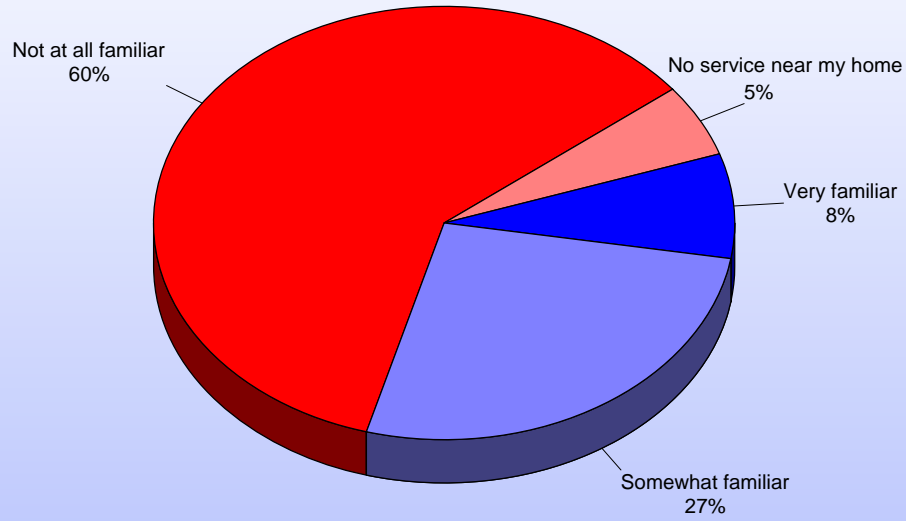
by percentage of the respondents surveyed



Source: ETC Institute (2016 Embark Non-Rider Survey)

How Familiar Respondent is with EMBARK Services Near Their Home

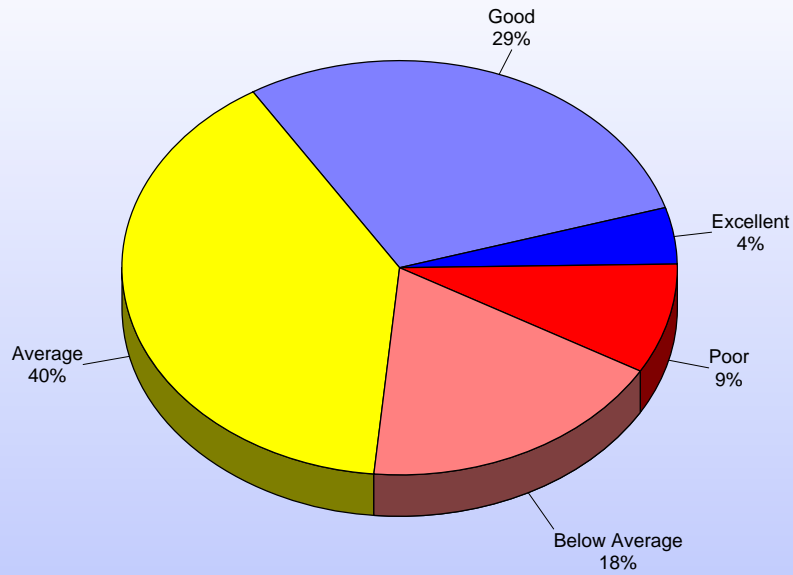
by percentage of the respondents surveyed (Excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Overall Opinion of EMBARK Service

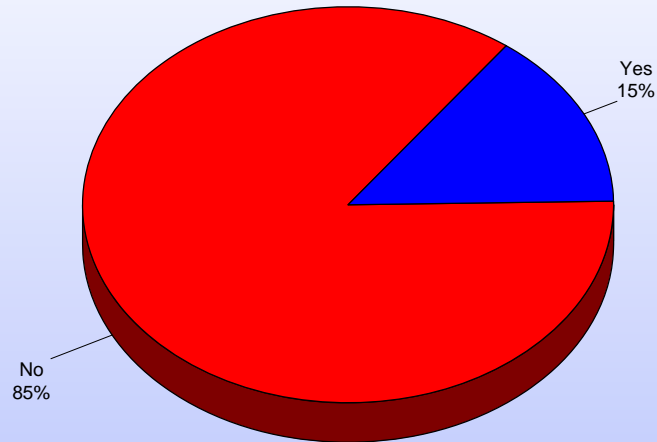
by percentage of the respondents surveyed (Excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Has Respondent Considered Riding EMBARK for Any Reason

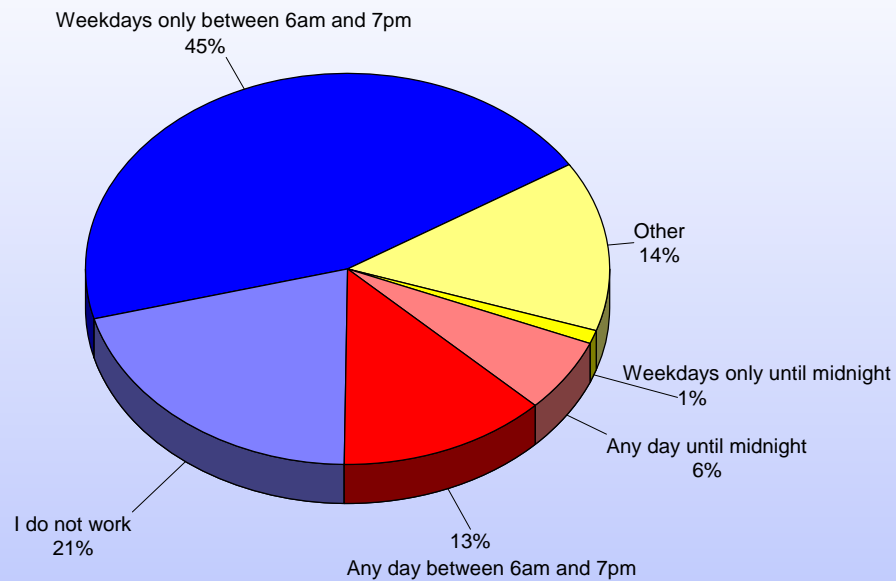
by percentage of the respondents surveyed (Excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Respondent's Typical Work Schedule

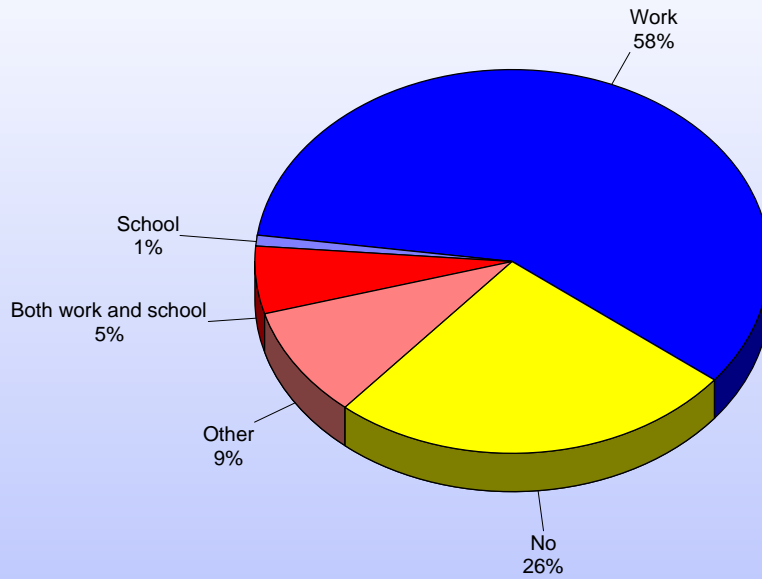
by percentage of the respondents surveyed (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Does Respondent go to Work or School at Least Three Days a Week?

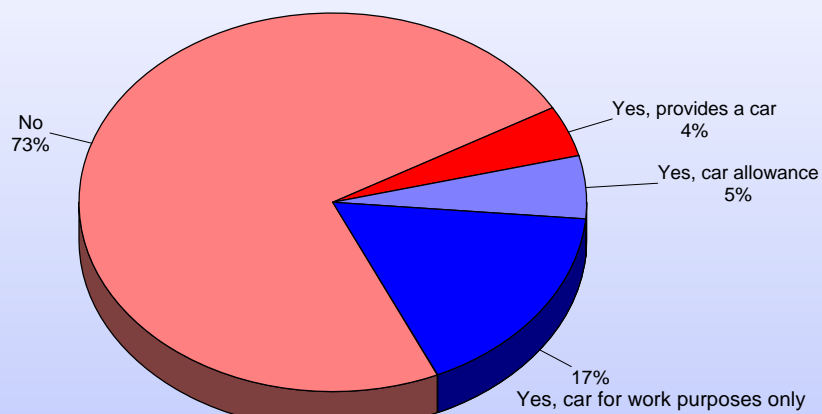
by percentage of the respondents surveyed



Source: ETC Institute (2016 Embark Non-Rider Survey)

Does Respondent's Job Require a Personal Vehicle for Work, Provide a Car Allowance, or Provide them with a Car

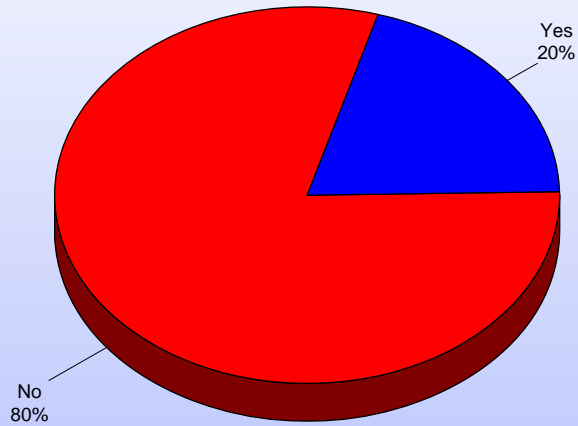
by percentage of the respondents surveyed (Excluding "Don't Know")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Over the Past Few Months can Respondent Recall Seeing or Reading any News or Social Media Posts about EMBARK

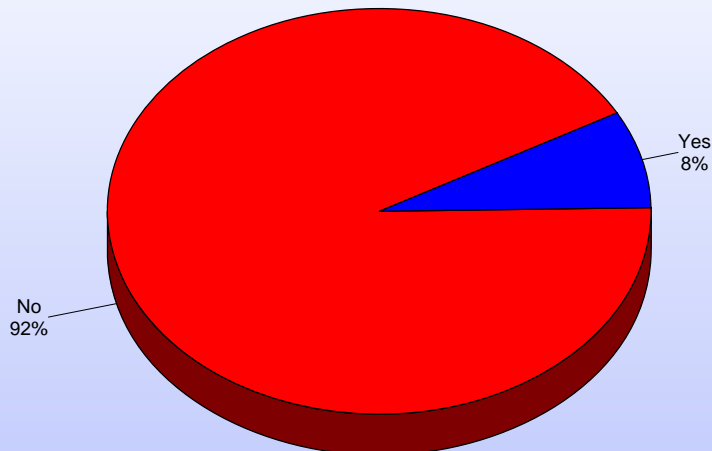
by percentage of the respondents surveyed (Excluding "Don't Know")



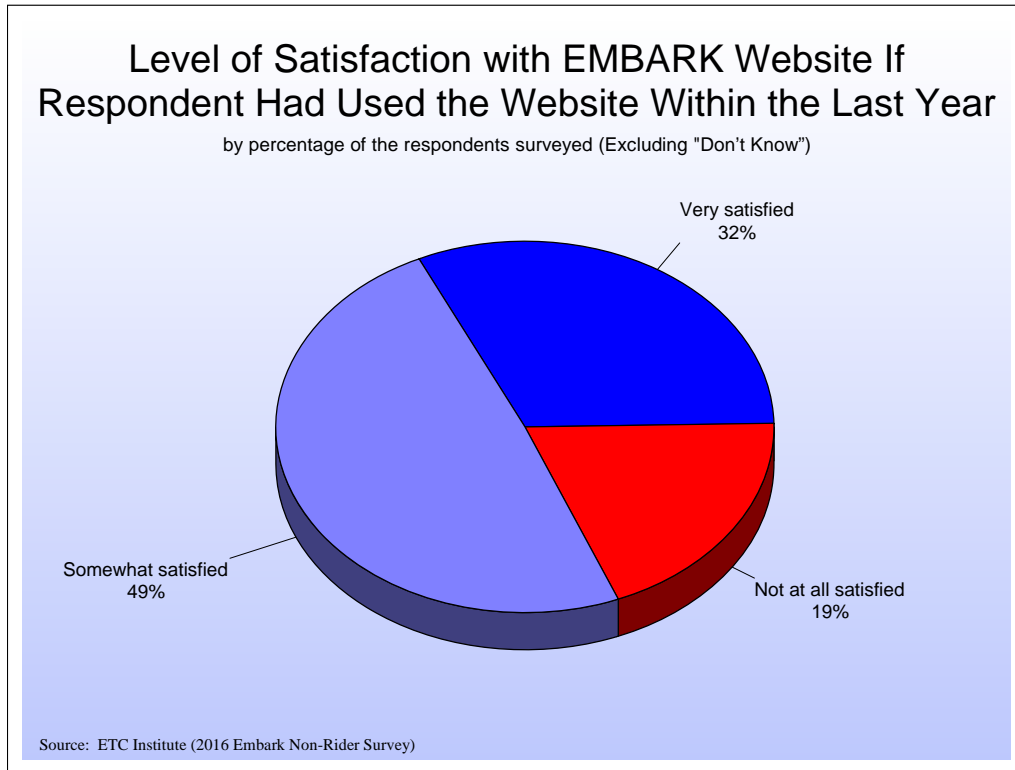
Source: ETC Institute (2016 Embark Non-Rider Survey)

In the Past Year has Respondent Used the EMBARK Website

by percentage of the respondents surveyed (Excluding "Don't Know")



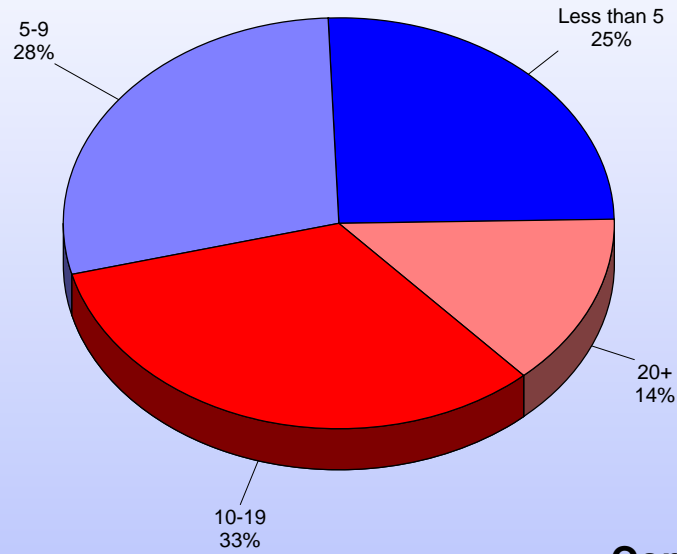
Source: ETC Institute (2016 Embark Non-Rider Survey)



Commuters

How Many Miles Respondent Travels One Way to Work

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Don't Know")

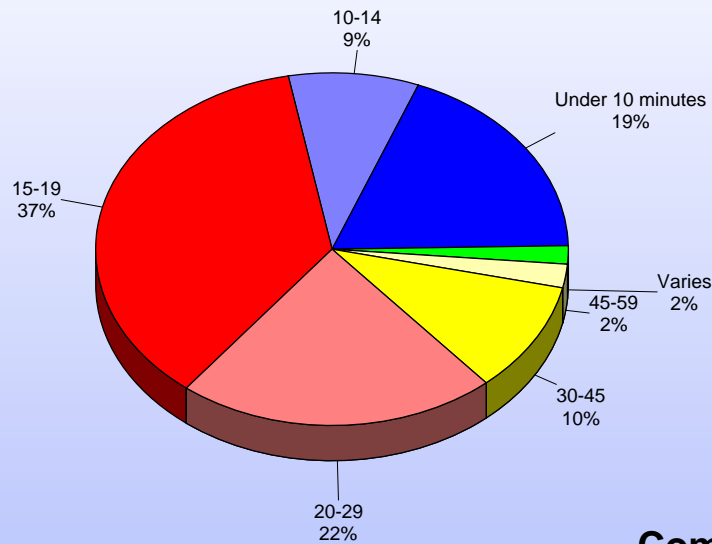


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

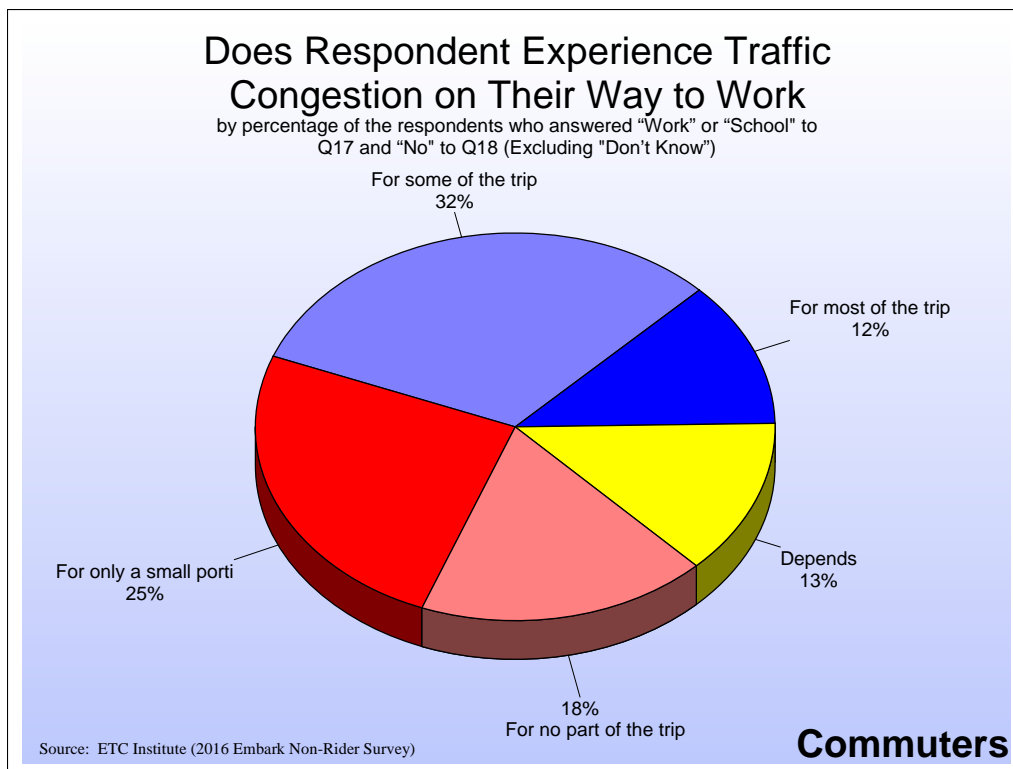
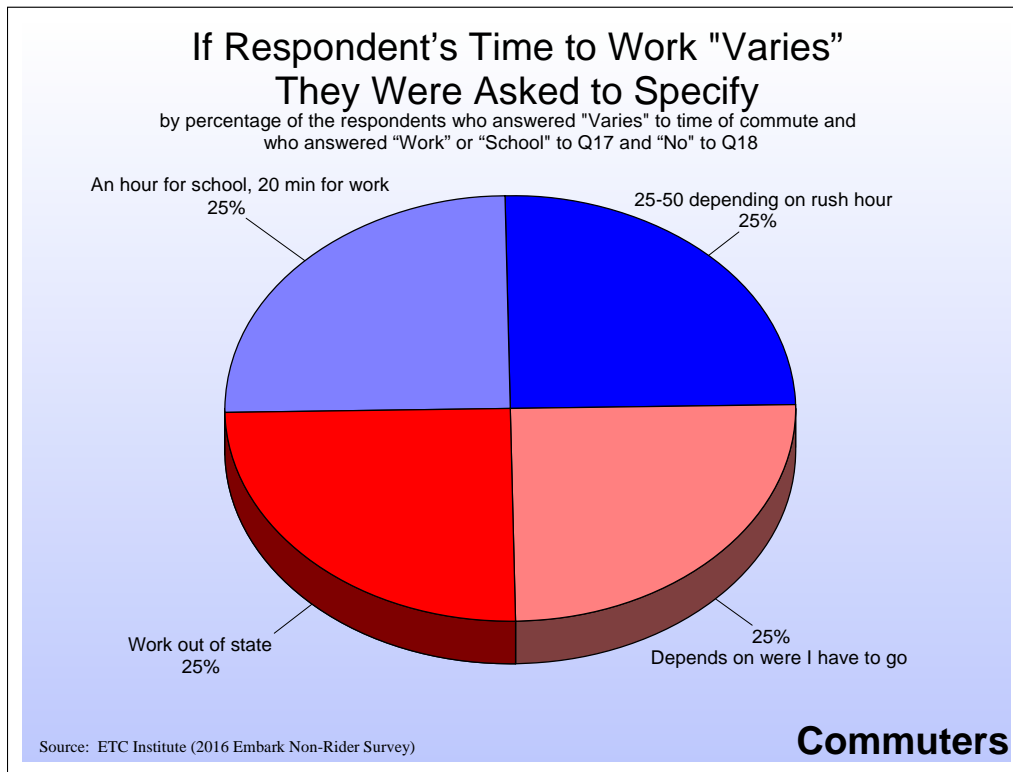
How Long it Takes Respondent to get to Work on a Typical Day

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Not Provided")



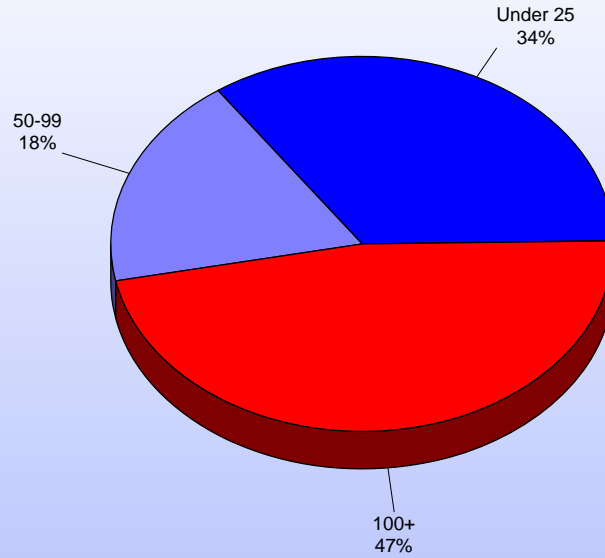
Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters



About How Many People Are Employed at the Respondent's Place of Employment

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Don't Know")

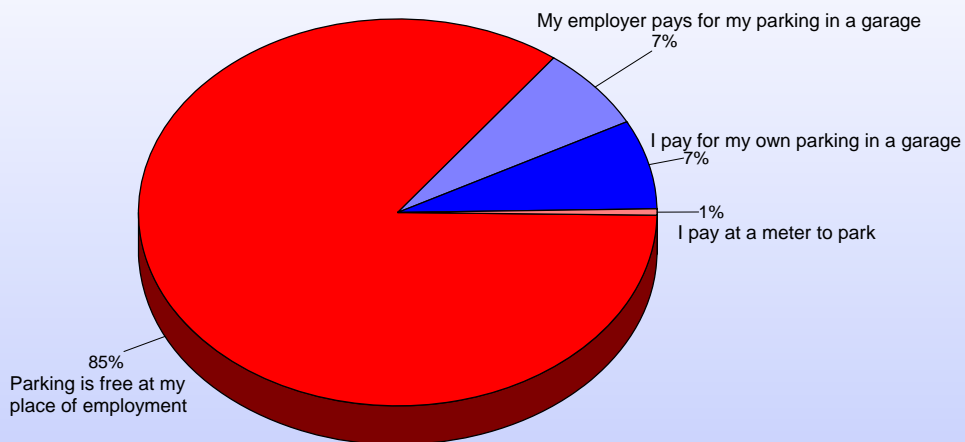


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

Who Pays for Respondent's Parking at Work

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Don't Know")

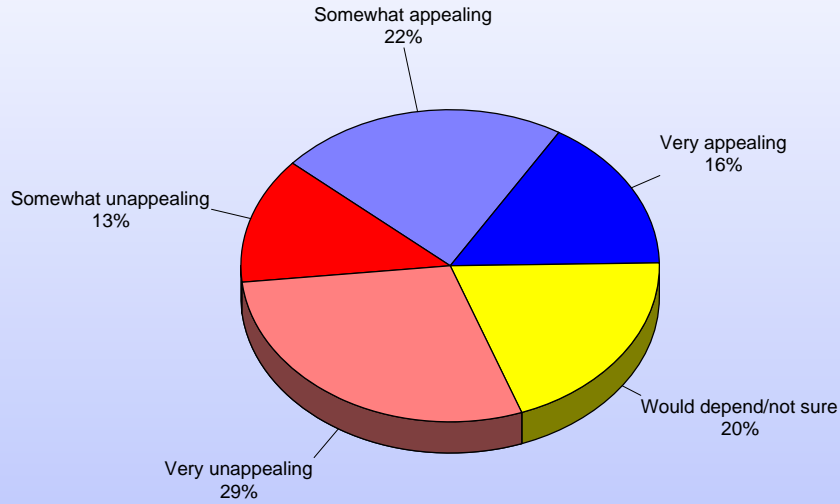


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

Overall, How Appealing to the Respondent is the Idea of Taking Public Transit to Work (or School) at Some Time in the Future

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Don't Know")

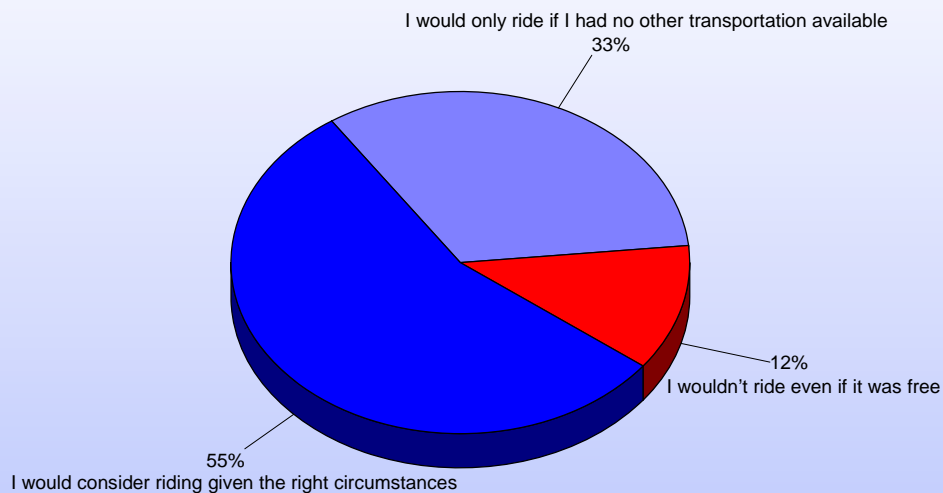


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

Respondent's Attitude Towards Considering Riding the Bus to Work (or School)

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Don't Know")

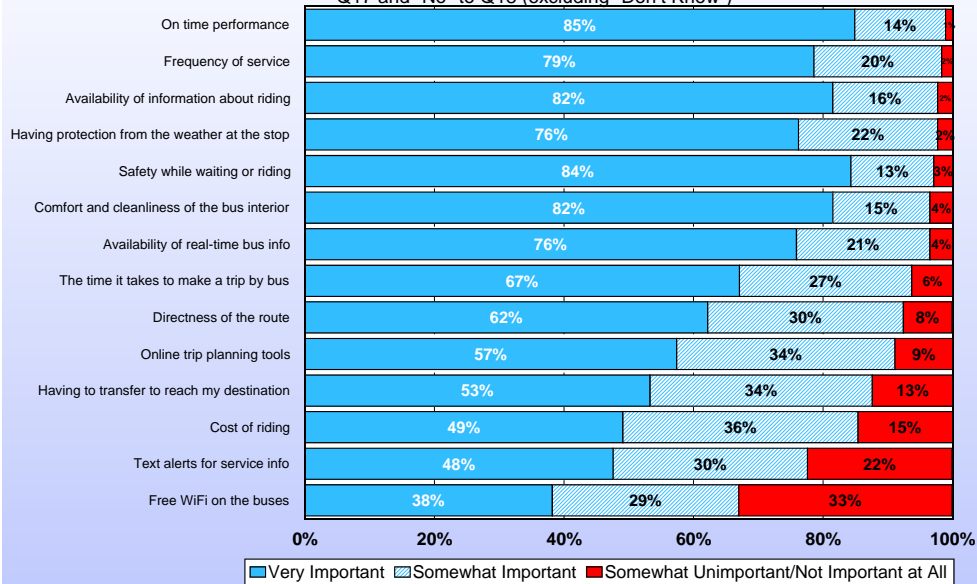


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

How Important Each Characteristic of Bus Service is When Deciding Whether to Ride the Bus to Work or School

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (excluding "Don't Know")

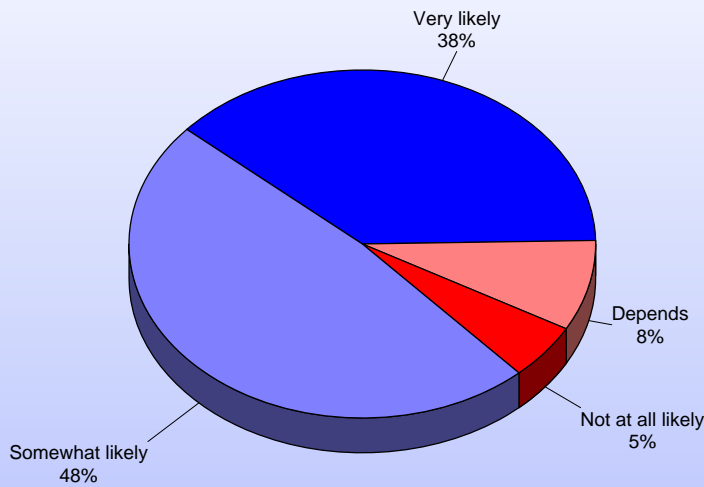


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

How Likely Respondent Would be to Find out More About Service and begin Riding if Improvements were Made to Items Rated Very Important (or Somewhat Important)

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (Excluding "Don't Know")

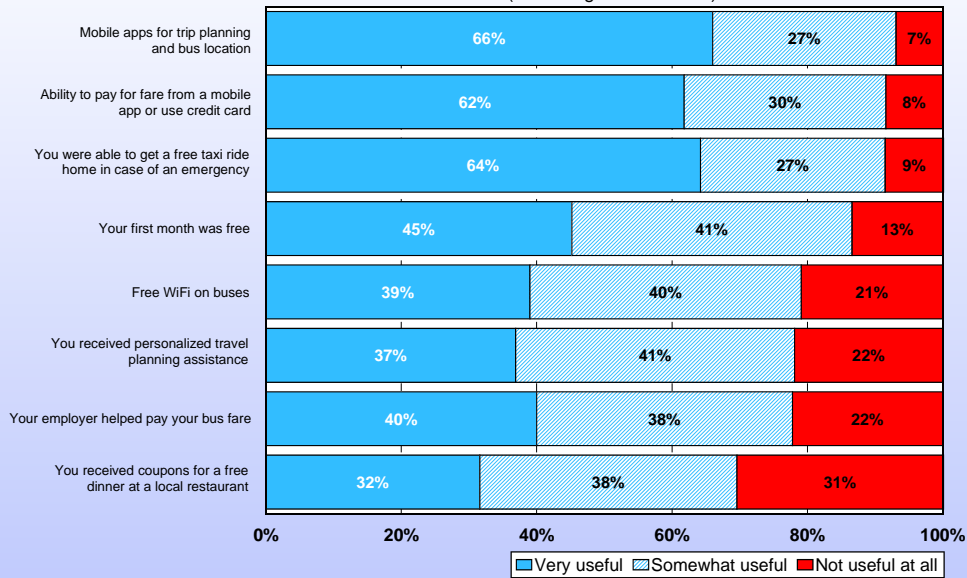


Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

How Useful Each Incentive Would be to Influence Them to Begin Riding the Bus

by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18 (excluding "Don't Know")



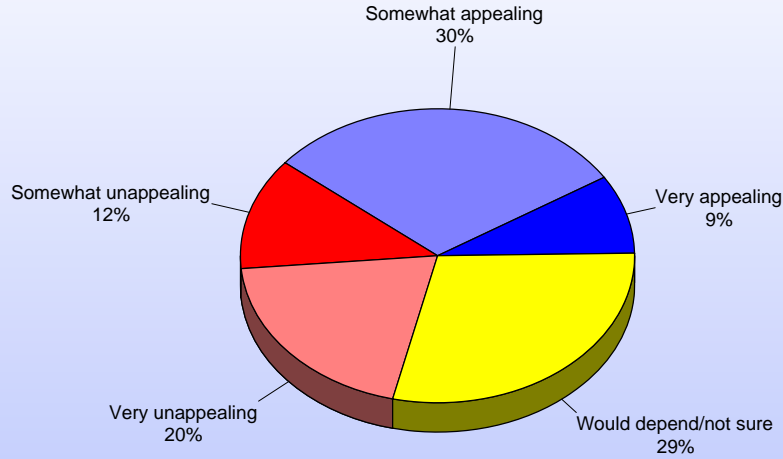
Source: ETC Institute (2016 Embark Non-Rider Survey)

Commuters

Non-Commuters

Overall, How Appealing to the Respondent is the Idea of Taking Public Transit at Some Time in the Future

by percentage of the respondents who answered "Other" or "No" to Q17 (Excluding "Don't Know")

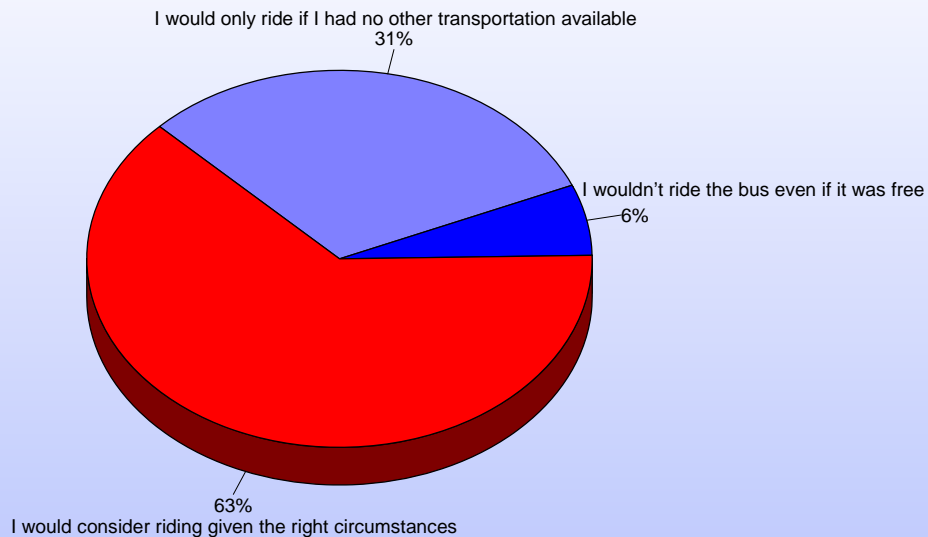


Source: ETC Institute (2016 Embark Non-Rider Survey)

Non-Commuters

Respondent's Attitude Towards Considering Riding the Bus for Some of the Trips They Now Make by Car

by percentage of the respondents who answered "Other" or "No" to Q17 (Excluding "Don't Know")

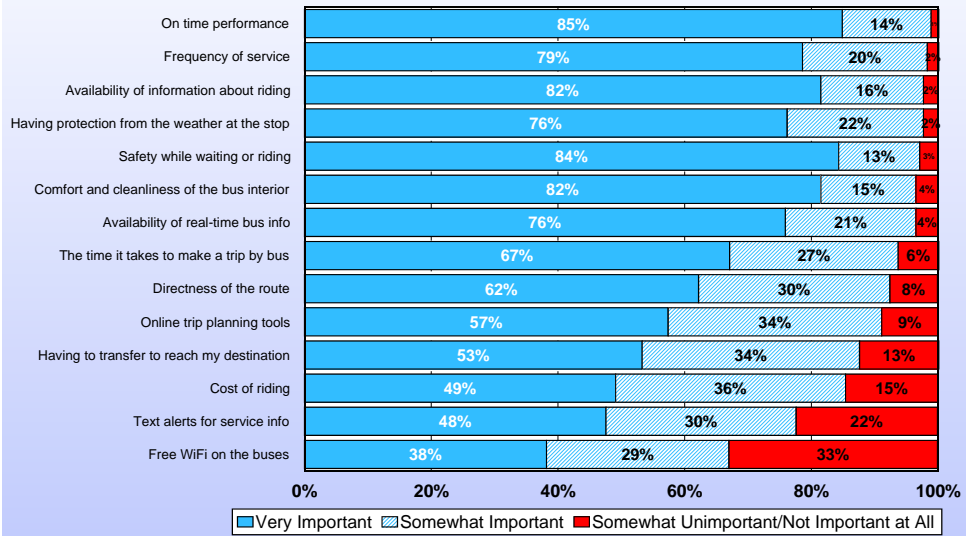


Source: ETC Institute (2016 Embark Non-Rider Survey)

Non-Commuter

How Important Each Characteristic of Bus Service is to Respondent when Decided Whether to Ride the Bus for Some of the Trips they Make in the Area

by percentage of the respondents who answered "Other" or "No" to Q17 (excluding "Don't Know")

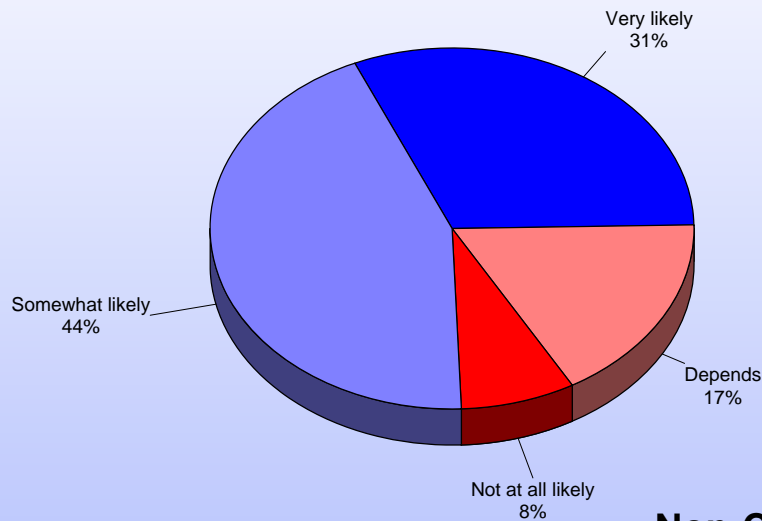


Source: ETC Institute (2016 Embark Non-Rider Survey)

Non-Commuter

How Likely Respondent Would be to Find out More About Service and begin Riding if Improvements were Made to Items Rated Very Important (or Somewhat Important)

by percentage of the respondents who answered "Other" or "No" to Q17 (Excluding "Don't Know")

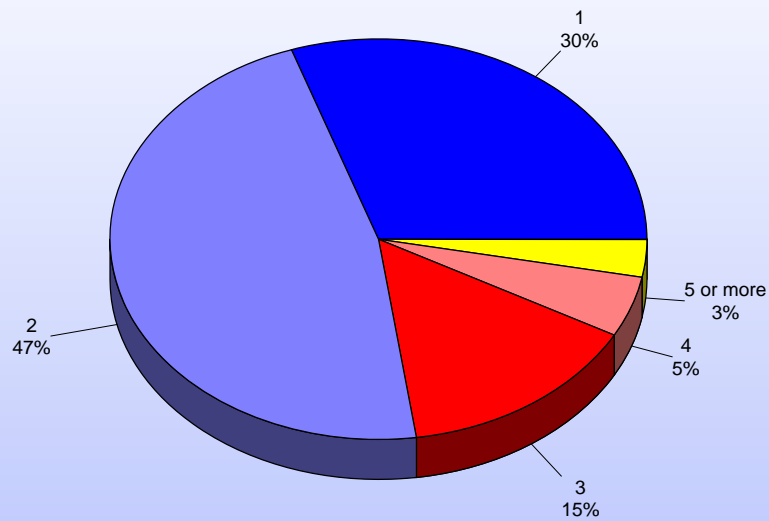


Source: ETC Institute (2016 Embark Non-Rider Survey)

Non-Commuter

Demographics

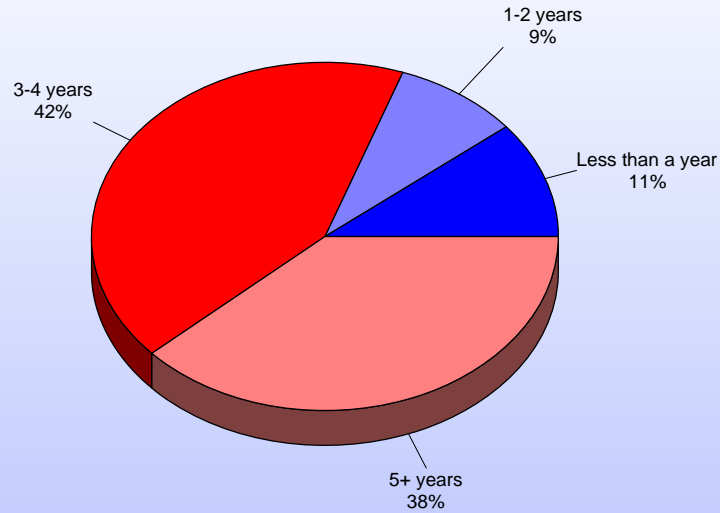
How Many Working Vehicles Does Respondent's Household Currently Have
by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

How Long Has Respondent Lived in the Oklahoma City Area

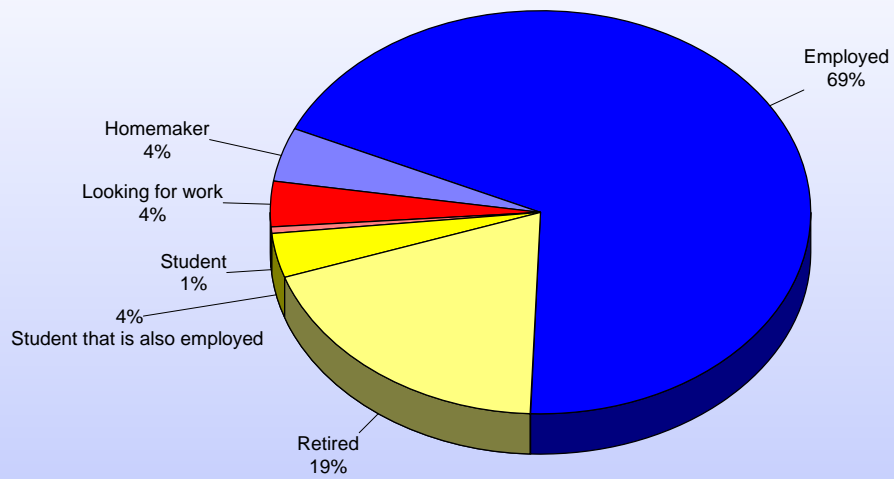
by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Respondent's Employment Status

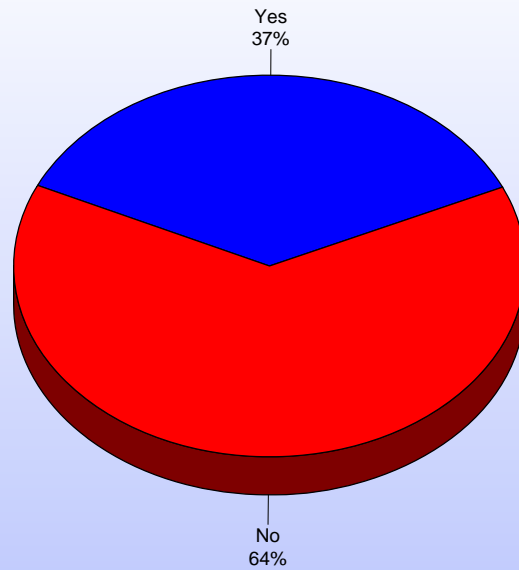
by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Does Respondent Read Local Newspaper Regularly

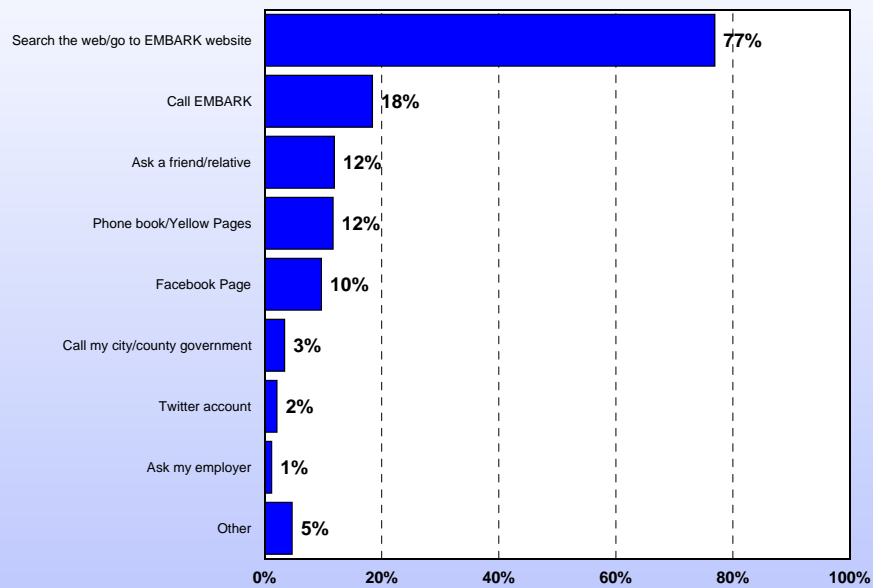
by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

Where Does Respondent Go for Information about Public Transportation Services if Needed

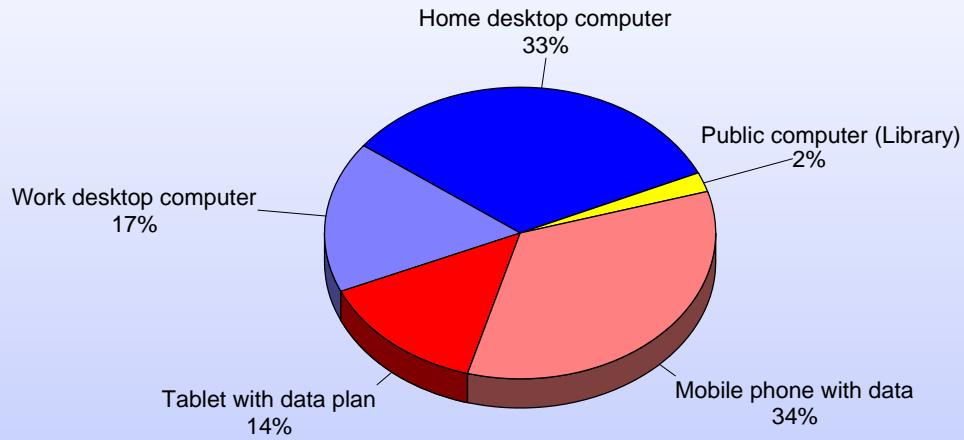
by percentage of the respondents



Source: ETC Institute (2016 Embark Non-Rider Survey)

How Does Respondent Access the Internet

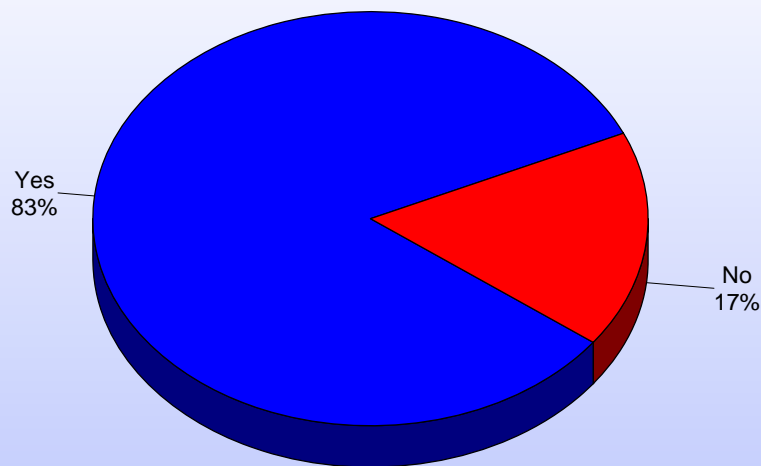
by percentage of the respondents



Source: ETC Institute (2016 Embark Non-Rider Survey)

Does Respondent have a Social Media Account

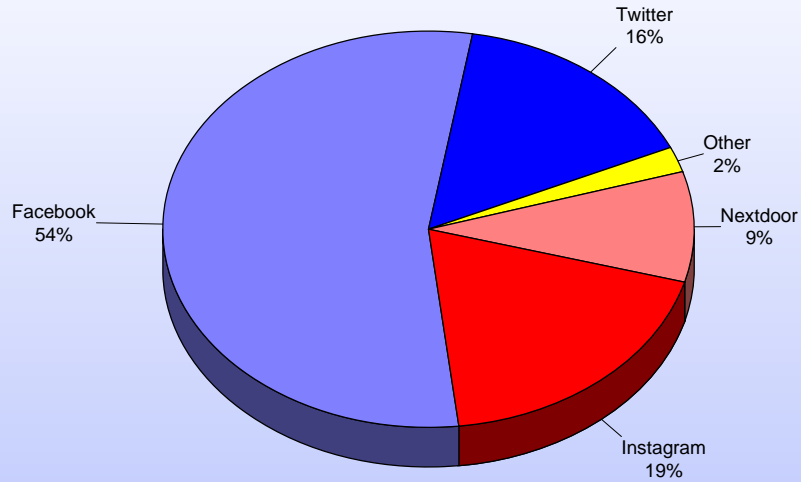
by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

If Respondent Does Have a Social Media Account What Type of Accounts Do They Regularly Use

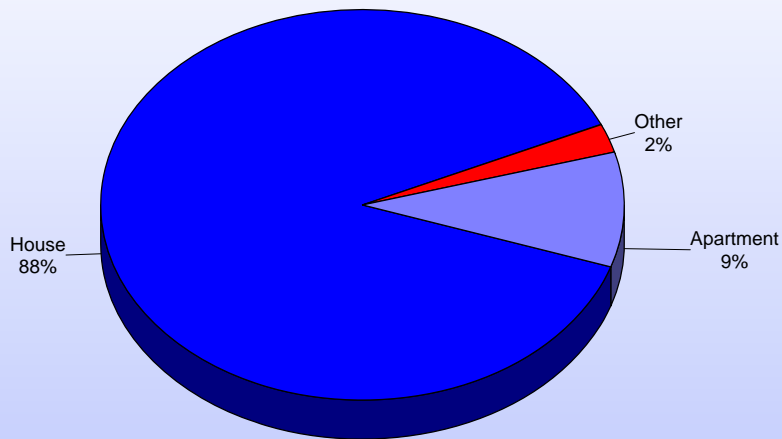
by percentage of the respondents



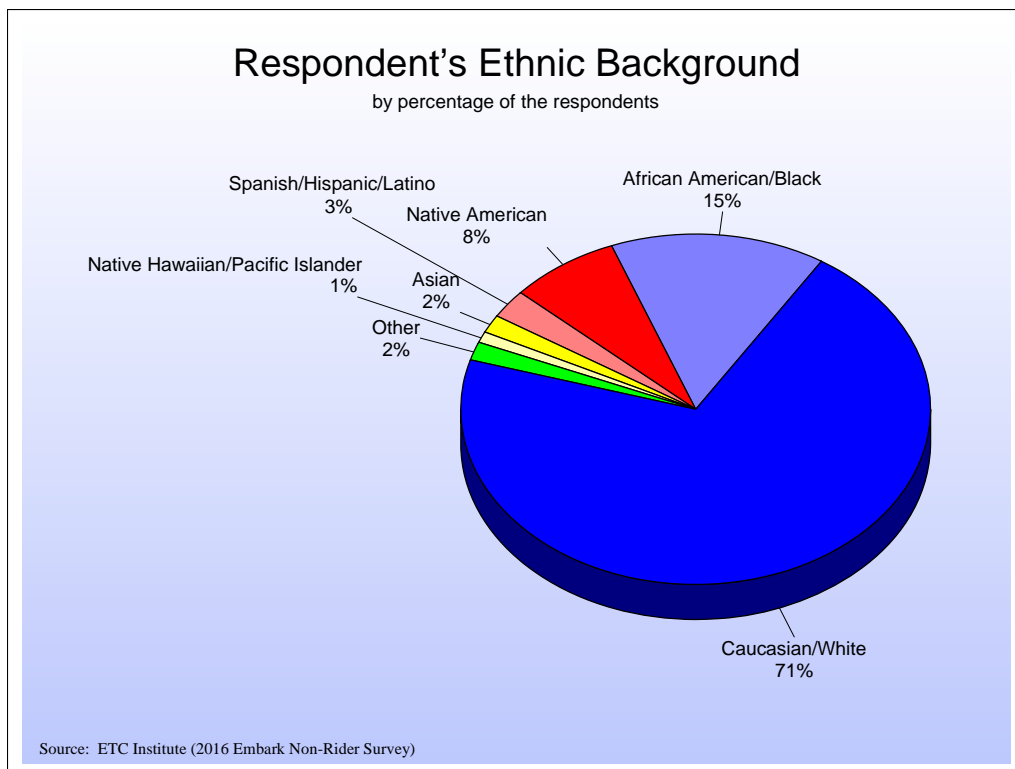
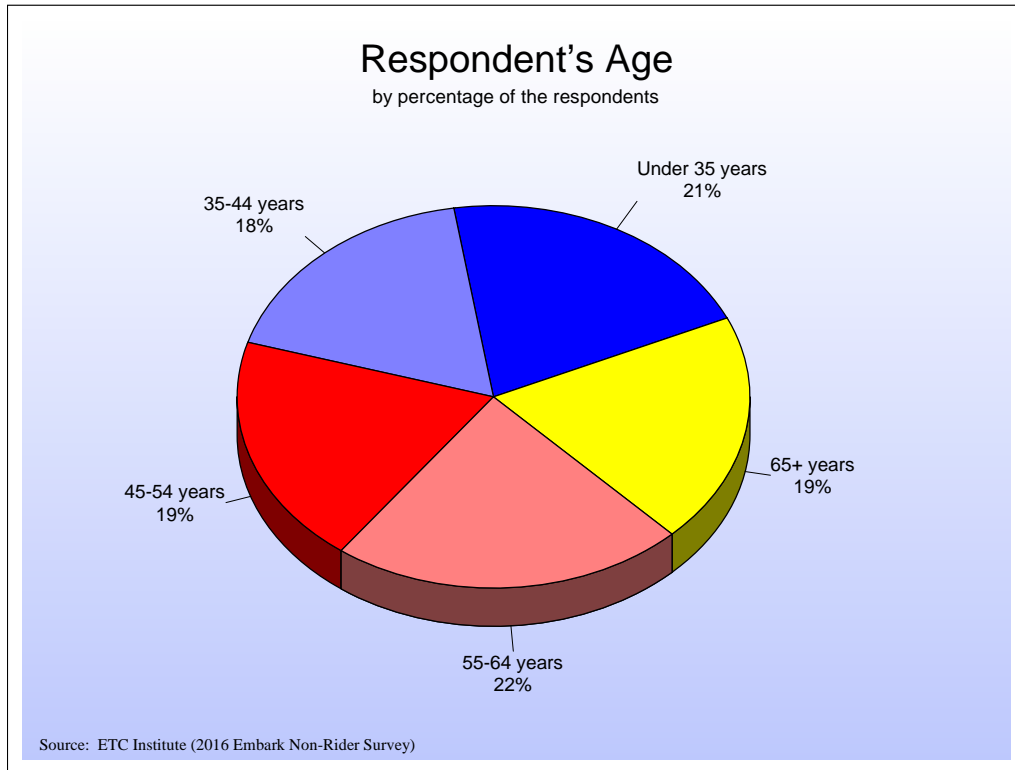
Source: ETC Institute (2016 Embark Non-Rider Survey)

Does Respondent Live in a Single-Family House or an Apartment

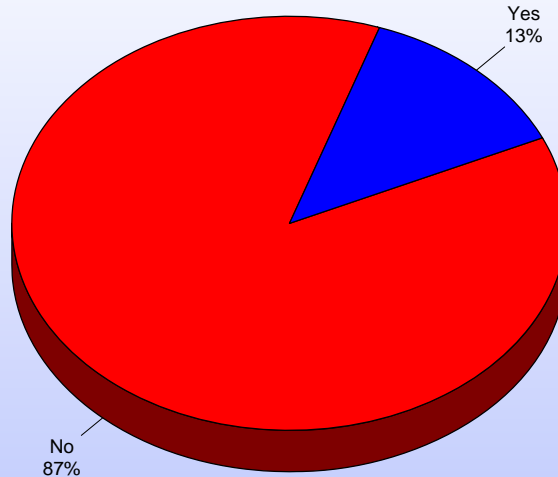
by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)

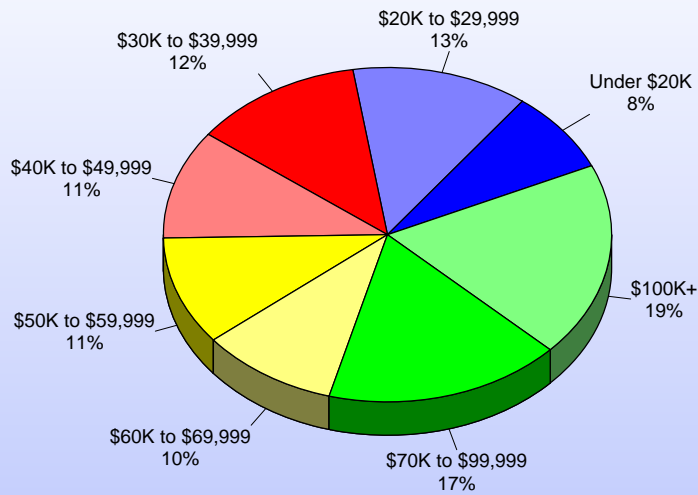


Does Respondent have a Diagnosed Disability by percentage of the respondents

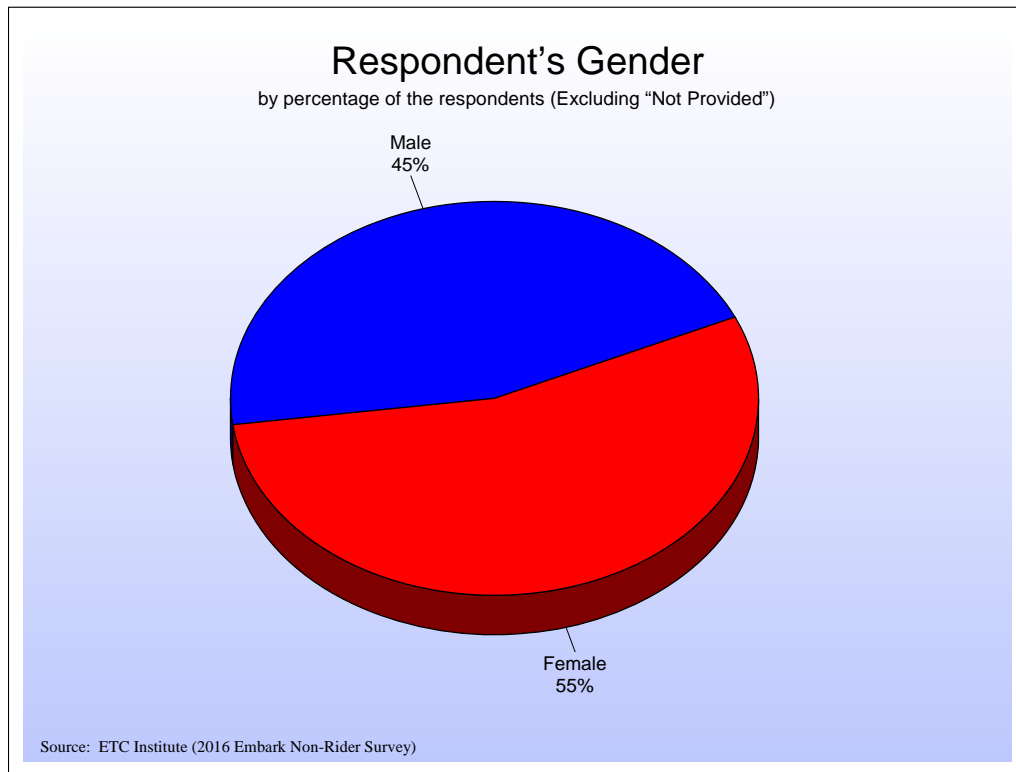


Source: ETC Institute (2016 Embark Non-Rider Survey)

Respondent's Total Household Income in 2015 by percentage of the respondents (Excluding "Not Provided")



Source: ETC Institute (2016 Embark Non-Rider Survey)



Section 2:

Tabular Data

Overall Results

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

<u>Q1. Have you ridden a transit bus in past 6 months</u>	<u>Number</u>	<u>Percent</u>
No	814	100.0 %
Total	814	100.0 %

Q2. What are the two most important issues facing Oklahoma City and the surrounding area in 2016?

<u>Q2. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Air quality/Environment	6	0.7 %
Crime/violence/meth labs	104	12.8 %
Drug/alcohol abuse	10	1.2 %
Education	331	40.7 %
Government/politics	30	3.7 %
Growth/over crowding	5	0.6 %
Health Care	22	2.7 %
High taxes	12	1.5 %
Homeless	15	1.8 %
Poor economy/unemployment	93	11.4 %
Public transit/transportation	15	1.8 %
Road maintenance	98	12.0 %
Traffic congestion	24	2.9 %
Water/flooding	1	0.1 %
Other	10	1.2 %
<u>Don't know</u>	<u>38</u>	<u>4.7 %</u>
Total	814	100.0 %

Q2. What are the two most important issues facing Oklahoma City and the surrounding area in 2016?

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Air quality/Environment	9	1.1 %
Crime/violence/meth labs	87	10.7 %
Drug/alcohol abuse	9	1.1 %
Education	98	12.0 %
Government/politics	60	7.4 %
Growth/over crowding	11	1.4 %
Health Care	68	8.4 %
High taxes	27	3.3 %
Homeless	40	4.9 %
Poor economy/unemployment	95	11.7 %
Public transit/transportation	41	5.0 %
Road maintenance	154	18.9 %
Traffic congestion	51	6.3 %
Water/flooding	3	0.4 %
Other	13	1.6 %
<u>Don't know</u>	<u>48</u>	<u>5.9 %</u>
Total	814	100.0 %

Missing Cases = 0

Q2. What are the two most important issues facing Oklahoma City and the surrounding area in 2016? (top 2)

<u>Q2. Both choices combined</u>	<u>Number</u>	<u>Percent</u>
Air quality/Environment	15	1.8 %
Crime/violence/meth labs	191	23.5 %
Drug/alcohol abuse	19	2.3 %
Education	429	52.7 %
Government/politics	90	11.1 %
Growth/over crowding	16	2.0 %
Health Care	90	11.1 %
High taxes	39	4.8 %
Homeless	55	6.8 %
Poor economy/unemployment	188	23.1 %
Public transit/transportation	56	6.9 %
Road maintenance	252	31.0 %
Traffic congestion	75	9.2 %
Water/flooding	4	0.5 %
Other	23	2.8 %
<u>Don't know</u>	<u>38</u>	<u>4.7 %</u>
Total	1580	

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 Not an Issue at All to you.

(N=814)

	<u>Major Issue</u>	<u>Minor Issue</u>	<u>Not an Issue at All</u>	<u>Don't Know</u>
Q3. Traffic congestion during commute time	50.2%	41.3%	5.6%	3.0%
Q3. Traffic congestion at other times	15.3%	54.0%	27.8%	2.9%
Q3. Mobility for seniors and the disabled	42.4%	28.0%	7.6%	22.0%
Q3. Local bus service	30.0%	28.9%	15.7%	25.4%
Q3. Maintenance of local roads	79.2%	17.3%	1.1%	2.4%
Q3. Movement of freight	15.8%	34.7%	19.2%	30.3%

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 Not an Issue at All to you. (without "don't know")

(N=814)

	Major Issue	Minor Issue	Not an Issue at All
Q3. Traffic congestion during commute time	51.7%	42.5%	5.7%
Q3. Traffic congestion at other times	15.7%	55.6%	28.6%
Q3. Mobility for seniors and the disabled	54.4%	35.9%	9.7%
Q3. Local bus service	40.2%	38.7%	21.0%
Q3. Maintenance of local roads	81.1%	17.7%	1.1%
Q3. Movement of freight	22.7%	49.7%	27.5%

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

(N=814)

	High Priority	Priority	Medium Priority	Less Priority	Low Priority	Don't Know
Q4. Building new roads and freeways	23.6%	25.2%	25.6%	14.0%	8.9%	2.6%
Q4. Widening existing roads and highways	35.1%	30.9%	20.9%	7.5%	3.8%	1.7%
Q4. Increasing bus service	24.6%	22.2%	21.7%	11.8%	7.8%	12.0%
Q4. Creating Park and Ride lots to encourage carpooling and bus riding	18.9%	26.5%	23.9%	14.8%	9.6%	6.3%
Q4. Adding bus rapid transit to connect places along the Northwest expressway corridor	23.8%	22.1%	21.9%	11.5%	8.9%	11.8%
Q4. Having employers actively support commuting alternatives	22.6%	24.7%	23.7%	13.5%	7.8%	7.6%
Q4. Adding bus service for the elderly and the disabled	38.0%	26.9%	17.8%	5.2%	4.1%	7.9%
Q4. Building more sidewalks and trails for bikes	40.2%	23.3%	16.0%	10.5%	8.2%	1.9%

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

(N=814)

	High Priority	Priority	Medium Priority	Less Priority	Low Priority
Q4. Building new roads and freeways	24.2%	25.9%	26.3%	14.4%	9.2%
Q4. Widening existing roads and highways	35.7%	31.4%	21.3%	7.7%	3.9%
Q4. Increasing bus service	27.9%	25.2%	24.6%	13.4%	8.8%
Q4. Creating Park and Ride lots to encourage carpooling and bus riding	20.2%	28.3%	25.5%	15.8%	10.3%
Q4. Adding bus rapid transit to connect places along the Northwest expressway corridor	27.0%	25.0%	24.9%	13.1%	10.1%
Q4. Having employers actively support commuting alternatives	24.5%	26.7%	25.7%	14.7%	8.5%
Q4. Adding bus service for the elderly and the disabled	41.3%	29.2%	19.4%	5.7%	4.4%
Q4. Building more sidewalks and trails for bikes	41.0%	23.7%	16.3%	10.7%	8.3%

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.

(N=814)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	Don't Know
Q5. Money spent on public transit service in greater Oklahoma City area is a good investment	41.6%	30.1%	17.6%	4.3%	3.6%	2.7%
Q5. People like me ride the bus	4.6%	10.3%	28.4%	17.6%	32.5%	6.6%
Q5. Because I'm concerned for the environment I have changed some of my ways of doing things	18.4%	33.9%	24.7%	10.8%	9.7%	2.5%
Q5. If we don't manage growth properly, quality of life in this area will decline	46.7%	33.1%	12.4%	4.2%	1.6%	2.0%
Q5. Public transit is just for those who cannot afford a car or who cannot drive	8.5%	16.6%	16.8%	24.9%	28.7%	4.5%
Q5. A regional transit authority with dedicated regional funding is necessary to create a better, more robust system	22.8%	31.4%	26.5%	5.0%	5.2%	9.2%
Q5. Building and widening roads is the only solution to traffic congestion	15.1%	26.8%	19.5%	21.0%	14.7%	2.8%

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")

(N=814)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Q5. Money spent on public transit service in greater Oklahoma City area is a good investment	42.8%	30.9%	18.1%	4.5%	3.7%
Q5. People like me ride the bus	4.9%	11.1%	30.4%	18.8%	34.8%
Q5. Because I'm concerned for the environment I have changed some of my ways of doing things	18.9%	34.7%	25.3%	11.1%	10.0%
Q5. If we don't manage growth properly, quality of life in this area will decline	47.7%	33.8%	12.6%	4.3%	1.6%
Q5. Public transit is just for those who cannot afford a car or who cannot drive	8.9%	17.4%	17.6%	26.0%	30.1%
Q5. A regional transit authority with dedicated regional funding is necessary to create a better, more robust system	25.1%	34.6%	29.2%	5.4%	5.7%
Q5. Building and widening roads is the only solution to traffic congestion	15.5%	27.6%	20.1%	21.6%	15.1%

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

<u>Q6. 1st choice</u>	<u>Number</u>	<u>Percent</u>
Environment/Air quality/Reduces pollution	98	12.0 %
Get people to work/reduces congestion	97	11.9 %
Makes area more attractive to business	38	4.7 %
Rides for people without cars	413	50.7 %
Save gas	41	5.0 %
Saves money/Affordable alternative to car	47	5.8 %
Seniors/disabled	36	4.4 %
Other	7	0.9 %
None	37	4.5 %
Total	814	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?

<u>Q6. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Environment/Air quality/Reduces pollution	160	19.7 %
Get people to work/reduces congestion	147	18.1 %
Makes area more attractive to business	38	4.7 %
Rides for people without cars	137	16.8 %
Save gas	67	8.2 %
Saves money/Affordable alternative to car	94	11.5 %
Seniors/disabled	117	14.4 %
Other	7	0.9 %
None	47	5.8 %
Total	814	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. 3rd choice	Number	Percent
Environment/Air quality/Reduces pollution	125	15.4 %
Get people to work/reduces congestion	147	18.1 %
Makes area more attractive to business	80	9.8 %
Rides for people without cars	77	9.5 %
Save gas	72	8.8 %
Saves money/Affordable alternative to car	151	18.6 %
Seniors/disabled	65	8.0 %
Other	9	1.1 %
None	88	10.8 %
Total	814	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? (top 3)

Q6. All three choices combined	Number	Percent
Environment/Air quality/Reduces pollution	383	47.1 %
Get people to work/reduces congestion	391	48.0 %
Makes area more attractive to business	156	19.2 %
Rides for people without cars	627	77.0 %
Save gas	180	22.1 %
Saves money/Affordable alternative to car	292	35.9 %
Seniors/disabled	218	26.8 %
Other	23	2.8 %
None	37	4.5 %
Total	2307	

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 and Parking Authority)	97	11.9 %
OKride	33	4.1 %
EMBARK	411	50.5 %
GOtransit	28	3.4 %
Other	6	0.7 %
Don't know	239	29.4 %
Total	814	100.0 %

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

<u>Q8. Have you heard of EMBARK</u>	<u>Number</u>	<u>Percent</u>
Yes	459	56.4 %
No	255	31.3 %
Don't know	100	12.3 %
Total	814	100.0 %

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

<u>Q8. Have you heard of EMBARK</u>	<u>Number</u>	<u>Percent</u>
Yes	459	64.3 %
No	255	35.7 %
Total	714	100.0 %

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

<u>Q9. How did you hear about EMBARK</u>	<u>Number</u>	<u>Percent</u>
Radio	31	6.8 %
Social media	30	6.5 %
TV	46	10.0 %
Bus stop in neighborhood	291	63.4 %
Online ad	18	3.9 %
Billboard	54	11.8 %
Utility bill	33	7.2 %
Other	93	20.3 %
Total	596	

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.

(N=814)

	Not at all important	1	2	3	4	5	6	7	8	9	Extremely important	Don't know
Q10. How important is investment in public transit for Oklahoma City's long-term future	3.2%	1.0%	1.6%	2.1%	1.7%	10.4%	7.2%	15.9%	13.3%	7.2%	31.8%	4.5%

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")

(N=814)

	Not at all important	1	2	3	4	5	6	7	8	9	Extremely important
Q10. How important is investment in public transit for Oklahoma City's long-term future	3.4%	1.0%	1.7%	2.2%	1.8%	10.9%	7.5%	16.6%	13.9%	7.5%	33.3%

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

Q11. Have you used a ride-share service in past 12 months

	Number	Percent
Yes	186	22.9 %
No	622	76.4 %
Don't know	6	0.7 %
Total	814	100.0 %

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

Q11. Have you used a ride-share service in past 12 months

	Number	Percent
Yes	186	23.0 %
No	622	77.0 %
Total	808	100.0 %

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

Q12. How many minutes do you live from an EMBARK bus stop

	Number	Percent
1-2 minutes	185	22.7 %
2-5 minutes	177	21.7 %
5-10 minutes	92	11.3 %
10-15 minutes	38	4.7 %
15-20 minutes	16	2.0 %
20-30 minutes	7	0.9 %
30+ minutes	14	1.7 %
Don't know/not sure	285	35.0 %
Total	814	100.0 %

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

Q12. How many minutes do you live from an EMBARK bus stop

	Number	Percent
1-2 minutes	185	35.0 %
2-5 minutes	177	33.5 %
5-10 minutes	92	17.4 %
10-15 minutes	38	7.2 %
15-20 minutes	16	3.0 %
20-30 minutes	7	1.3 %
30+ minutes	14	2.6 %
Total	529	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	48	5.9 %
Somewhat familiar	169	20.8 %
Not at all familiar	382	46.9 %
No service near my home	35	4.3 %
Don't know	180	22.1 %
Total	814	100.0 %

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	48	7.6 %
Somewhat familiar	169	26.7 %
Not at all familiar	382	60.3 %
No service near my home	35	5.5 %
Total	634	100.0 %

Q14. What is your overall opinion of EMBARK service?

Q14. What is your overall opinion of EMBARK service	Number	Percent
Excellent	14	1.7 %
Good	96	11.8 %
Average	131	16.1 %
Below Average	60	7.4 %
Poor	28	3.4 %
Don't Know	485	59.6 %
Total	814	100.0 %

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	14	4.3 %
Good	96	29.2 %
Average	131	39.8 %
Below Average	60	18.2 %
Poor	28	8.5 %
Total	329	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	Number	Percent
Yes	117	14.4 %
No	686	84.3 %
Don't know	11	1.4 %
Total	814	100.0 %

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	Number	Percent
Yes	117	14.6 %
No	686	85.4 %
Total	803	100.0 %

Q16. What is your typical work schedule?

Q16. Your typical work schedule	Number	Percent
Weekdays only between 6am and 7pm	357	43.9 %
Any day between 6am and 7pm	102	12.5 %
Weekdays only until midnight	9	1.1 %
Any day until midnight	49	6.0 %
I do not work	165	20.3 %
Other	110	13.5 %
Not provided	22	2.7 %
Total	814	100.0 %

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

Q16. Your typical work schedule	Number	Percent
Weekdays only between 6am and 7pm	357	45.1 %
Any day between 6am and 7pm	102	12.9 %
Weekdays only until midnight	9	1.1 %
Any day until midnight	49	6.2 %
I do not work	165	20.8 %
Other	110	13.9 %
Total	792	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 days a week

	Number	Percent
Work	476	58.5 %
School	7	0.9 %
Both work and school	45	5.5 %
Other	77	9.5 %
No	209	25.7 %
Total	814	100.0 %

Q18. Does your job 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 job require you to have a personal vehicle for work, provide a car allowance or provide you with a car

	Number	Percent
Yes, car for work purposes only	88	16.7 %
Yes, car allowance	27	5.1 %
Yes, provides a car	23	4.4 %
No	380	72.0 %
Don't know	10	1.9 %
Total	528	100.0 %

Q18. Does your job 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 job require you to have a personal vehicle for work, provide a car allowance or provide you with a car

	Number	Percent
Yes, car for work purposes only	88	17.0 %
Yes, car allowance	27	5.2 %
Yes, provides a car	23	4.4 %
No	380	73.4 %
Total	518	100.0 %

NON RIDERS - COMMUTERS Q19. About how many miles do you travel one way to work?

Q19. About how many miles do you travel one way to work	Number	Percent
Less than 5	95	25.0 %
5 to 9	106	27.9 %
10-19	123	32.4 %
20+	51	13.4 %
Don't know	5	1.3 %
Total	380	100.0 %

NON RIDERS - COMMUTERS 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	95	25.3 %
5 to 9	106	28.3 %
10-19	123	32.8 %
20+	51	13.6 %
Total	375	100.0 %

NON RIDERS - COMMUTERS Q20. On a typical day how long does it take you to get to work?

Q20. On a typical day, how long does it take you to get to work	Number	Percent
Under 10 minutes	72	18.9 %
10-14	33	8.7 %
15-19	139	36.6 %
20-29	83	21.8 %
30-45	39	10.3 %
45-59	8	2.1 %
Varies	6	1.6 %
Total	380	100.0 %

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

Q20. On a typical day, how long does it take you to get to work	Number	Percent
Under 10 minutes	72	18.9 %
10-14	33	8.7 %
15-19	139	36.6 %
20-29	83	21.8 %
30-45	39	10.3 %
45-59	8	2.1 %
Varies	6	1.6 %
Total	380	100.0 %

NON RIDERS - COMMUTERS Q20. If Varies, please specify:

Q20. How does it vary	Number	Percent
25-50 depending on rush hour	1	25.0 %
An hour for school, 20 min for work	1	25.0 %
work out of state	1	25.0 %
depends on were I have to go	1	25.0 %
Total	4	100.0 %

NON RIDERS - COMMUTERS Q21. On your way to work, do you experience traffic congestion?

Q21. On your way to work, do you experience traffic congestion	Number	Percent
For most of the trip	46	12.1 %
For some of the trip	120	31.6 %
For only a small portion of the trip	95	25.0 %
For no part of the trip	68	17.9 %
Depends	49	12.9 %
Don't know	2	0.5 %
Total	380	100.0 %

NON RIDERS - COMMUTERS Q21. On your way to work, do you experience traffic congestion? (without "don't know")

Q21. On your way to work, do you experience traffic congestion	Number	Percent
For most of the trip	46	12.2 %
For some of the trip	120	31.7 %
For only a small portion of the trip	95	25.1 %
For no part of the trip	68	18.0 %
Depends	49	13.0 %
Total	378	100.0 %

NON RIDERS - COMMUTERS 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	127	33.4 %
50-99	68	17.9 %
100+	174	45.8 %
Don't know	11	2.9 %
Total	380	100.0 %

NON RIDERS - COMMUTERS 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	127	34.4 %
50-99	68	18.4 %
100+	174	47.2 %
Total	369	100.0 %

NON RIDERS - COMMUTERS 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	28	7.4 %
My employer pays for my parking in a garage	27	7.1 %
Parking is free at my place of employment	322	84.7 %
I pay at a meter to park	2	0.5 %
Don't know	1	0.3 %
Total	380	100.0 %

NON RIDERS - COMMUTERS 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	28	7.4 %
My employer pays for my parking in a garage	27	7.1 %
Parking is free at my place of employment	322	85.0 %
I pay at a meter to park	2	0.5 %
Total	379	100.0 %

NON RIDERS - COMMUTERS 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 (school)	Number	Percent
Very appealing	61	16.1 %
Somewhat appealing	84	22.1 %
Somewhat unappealing	49	12.9 %
Very unappealing	109	28.7 %
Would depend/not sure	75	19.7 %
Don't know	2	0.5 %
Total	380	100.0 %

NON RIDERS - COMMUTERS 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 (school)	Number	Percent
Very appealing	61	16.1 %
Somewhat appealing	84	22.2 %
Somewhat unappealing	49	13.0 %
Very unappealing	109	28.8 %
Would depend/not sure	75	19.8 %
Total	378	100.0 %

NON RIDERS - COMMUTERS Q25. A number of improvements have been made to make public transit more convenient. Such improvements include frequency of service and technology enhancements. 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 the bus to go to work (school)	Number	Percent
I wouldn't ride even it was free	45	11.8 %
I would only ride if I had no other transportation available	125	32.9 %
I would consider riding given the right circumstances	210	55.3 %
Total	380	100.0 %

NON RIDERS - COMMUTERS Q25. A number of improvements have been made to make public transit more convenient. Such improvements include frequency of service and technology enhancements. 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 (school)	Number	Percent
I wouldn't ride even it was free	45	11.8 %
I would only ride if I had no other transportation available	125	32.9 %
I would consider riding given the right circumstances	210	55.3 %
Total	380	100.0 %

NON RIDERS - COMMUTERS Q26. From the following characteristics of bus service, how important each is to you when deciding whether to ride the bus to work or school. Please indicate if it is Very Important, Somewhat Important, Somewhat Unimportant or Not at All Important to you when deciding to ride the bus.

(N=380)

	Very Important	Somewhat Important	Somewhat Unimportant	Not Important At All	Don't Know
Q26. On time performance	89.9%	8.2%	1.0%	0.5%	0.5%
Q26. Availability of information about riding	72.6%	23.6%	2.9%	0.5%	0.5%
Q26. Frequency of service	81.1%	17.0%	0.5%	1.0%	0.5%
Q26. Time it takes to make a trip by bus	76.8%	19.8%	1.9%	1.0%	0.5%
Q26. Cost of riding	46.4%	34.8%	15.0%	3.4%	0.5%
Q26. Directness of the route	65.2%	28.5%	4.8%	0.5%	1.0%
Q26. Comfort and cleanliness of the bus interior	70.5%	25.6%	2.4%	1.0%	0.5%
Q26. Having protection from the weather at the stop	74.3%	22.3%	1.9%	1.0%	0.5%
Q26. Having to transfer to reach my destination	65.2%	22.7%	8.2%	2.4%	1.4%
Q26. Safety while waiting or riding	85.0%	11.7%	2.4%	0.5%	0.5%
Q26. Real-time bus information	72.5%	21.7%	1.9%	2.4%	1.4%
Q26. Online trip planning tools Text Alerts for service info	54.1%	34.0%	7.7%	2.4%	1.9%
Q26. Free WiFi on bus	32.7%	28.8%	24.9%	13.2%	0.5%

NON RIDERS - COMMUTERS Q26. From the following characteristics of bus service, how important each is to you when deciding whether to ride the bus to work or school. Please indicate if it is Very Important, Somewhat Important, Somewhat Unimportant or Not at All Important to you when deciding to ride the bus. (without "don't know")

(N=380)

	Very Important	Somewhat Important	Somewhat Unimportant	Not Important At All
Q26. On time performance	90.3%	8.2%	1.0%	0.5%
Q26. Availability of information about riding	72.9%	23.7%	2.9%	0.5%
Q26. Frequency of service	81.5%	17.1%	0.5%	1.0%
Q26. Time it takes to make a trip by bus	77.2%	19.9%	1.9%	1.0%
Q26. Cost of riding	46.6%	35.0%	15.0%	3.4%
Q26. Directness of the route	65.9%	28.8%	4.9%	0.5%
Q26. Comfort and cleanliness of the bus interior	70.9%	25.7%	2.4%	1.0%
Q26. Having protection from the weather at the stop	74.6%	22.4%	2.0%	1.0%
Q26. Having to transfer to reach my destination	66.2%	23.0%	8.3%	2.5%
Q26. Safety while waiting or riding	85.4%	11.7%	2.4%	0.5%
Q26. Real-time bus information	73.5%	22.1%	2.0%	2.5%
Q26. Online trip planning tools Text Alerts for service info	55.1%	34.6%	7.8%	2.4%
Q26. Free WiFi on bus	32.8%	28.9%	25.0%	13.2%

NON RIDERS - COMMUTERS Q27. If improvements were made to those items that you 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 and begin riding	Number	Percent
Very likely	79	38.2 %
Somewhat likely	99	47.8 %
Not at all likely	11	5.3 %
Depends	17	8.2 %
Don't know	1	0.5 %
Total	207	100.0 %

NON RIDERS - COMMUTERS Q27. If improvements were made to those items that you rated Very Important (or Somewhat Important), how likely would you be to find out more about service and begin riding? (without "don't know")

Q27. How likely would you be to find out more about service and begin riding	Number	Percent
Very likely	79	38.3 %
Somewhat likely	99	48.1 %
Not at all likely	11	5.3 %
Depends	17	8.3 %
Total	206	100.0 %

NON RIDERS - COMMUTERS 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.

(N=380)

	Very useful	Somewhat useful	Not useful at all	Don't know
Q28. You received personalized travel planning assistance	35.2%	39.3%	20.9%	4.6%
Q28. Your first month was free	42.9%	39.3%	12.8%	5.1%
Q28. You received coupons for a free dinner at a local restaurant	30.1%	36.2%	29.1%	4.6%
Q28. You were able to get a free taxi ride home in case of an emergency	61.2%	26.0%	8.2%	4.6%
Q28. Your employer helped pay your bus fare	37.9%	35.9%	21.0%	5.1%
Q28. Ability to pay for fare from a mobile app or use credit card	60.2%	29.1%	8.2%	2.6%
Q28. Mobile apps for trip planning and bus location	63.6%	26.2%	6.7%	3.6%
Q28. Free WiFi on buses	37.6%	38.7%	20.1%	3.6%

NON RIDERS - COMMUTERS 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")

(N=380)

	Very useful	Somewhat useful	Not useful at all
Q28. You received personalized travel planning assistance	36.9%	41.2%	21.9%
Q28. Your first month was free	45.2%	41.4%	13.4%
Q28. You received coupons for a free dinner at a local restaurant	31.6%	38.0%	30.5%
Q28. You were able to get a free taxi ride home in case of an emergency	64.2%	27.3%	8.6%
Q28. Your employer helped pay your bus fare	40.0%	37.8%	22.2%
Q28. Ability to pay for fare from a mobile app or use credit card	61.8%	29.8%	8.4%
Q28. Mobile apps for trip planning and bus location	66.0%	27.1%	6.9%
Q28. Free WiFi on buses	39.0%	40.1%	20.9%

NON RIDERS - NON COMMUTERS 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	24	8.5 %
Somewhat appealing	84	29.8 %
Somewhat unappealing	34	12.1 %
Very unappealing	56	19.9 %
Would depend/not sure	80	28.4 %
Don't know	4	1.4 %
Total	282	100.0 %

NON RIDERS - NON COMMUTERS 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	24	8.6 %
Somewhat appealing	84	30.2 %
Somewhat unappealing	34	12.2 %
Very unappealing	56	20.1 %
Would depend/not sure	80	28.8 %
Total	278	100.0 %

NON RIDERS - NON COMMUTERS 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. 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	17	6.0 %
I would only ride if I had no other transportation available	88	31.2 %
I would consider riding given the right circumstances	176	62.4 %
Don't know	1	0.4 %
Total	282	100.0 %

NON RIDERS - NON COMMUTERS 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. 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	17	6.0 %
I would only ride if I had no other transportation available	88	31.3 %
<u>I would consider riding given the right circumstances</u>	<u>176</u>	<u>62.6 %</u>
Total	281	100.0 %

NON RIDERS - NON COMMUTERS Q31. How important is each characteristic of bus service to you when deciding whether to ride the bus for some of the trips you make in the area?

(N=282)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important	Don't Know
Q31. On time performance	83.0%	13.6%	1.1%	0.0%	2.3%
Q31. Availability of information about riding	80.1%	15.9%	2.3%	0.0%	1.7%
Q31. Frequency of service	77.3%	19.3%	1.1%	0.6%	1.7%
Q31. The time it takes to make a trip by bus	65.9%	26.1%	5.7%	0.6%	1.7%
Q31. Cost of riding	48.0%	35.4%	11.4%	2.9%	2.3%
Q31. Directness of the route	60.8%	29.5%	5.7%	1.7%	2.3%
Q31. Comfort and cleanliness of the bus interior	80.1%	14.8%	2.8%	0.6%	1.7%
Q31. Having protection from the weather at the stop	74.4%	21.0%	1.7%	0.6%	2.3%
Q31. Having to transfer to reach my destination	51.7%	33.3%	9.8%	2.3%	2.9%
Q31. Safety while waiting or riding	82.4%	12.5%	2.3%	0.6%	2.3%
Q31. Availability of real-time bus info	74.1%	20.1%	2.9%	0.6%	2.3%
Q31. Online trip planning tools	55.7%	32.8%	6.9%	1.7%	2.9%
Q31. Text alerts for service info	46.3%	29.1%	18.3%	3.4%	2.9%
Q31. Free WiFi on the buses	37.1%	28.0%	19.4%	12.6%	2.9%

NON RIDERS - NON COMMUTERS Q31. How important is each characteristic of bus service to you when deciding whether to ride the bus for some of the trips you make in the area? (without "don't know")

(N=282)

	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
Q31. On time performance	84.9%	14.0%	1.2%	0.0%
Q31. Availability of information about riding	81.5%	16.2%	2.3%	0.0%
Q31. Frequency of service	78.6%	19.7%	1.2%	0.6%
Q31. The time it takes to make a trip by bus	67.1%	26.6%	5.8%	0.6%
Q31. Cost of riding	49.1%	36.3%	11.7%	2.9%
Q31. Directness of the route	62.2%	30.2%	5.8%	1.7%
Q31. Comfort and cleanliness of the bus interior	81.5%	15.0%	2.9%	0.6%
Q31. Having protection from the weather at the stop	76.2%	21.5%	1.7%	0.6%
Q31. Having to transfer to reach my destination	53.3%	34.3%	10.1%	2.4%
Q31. Safety while waiting or riding	84.3%	12.8%	2.3%	0.6%
Q31. Availability of real-time bus info	75.9%	20.6%	2.9%	0.6%
Q31. Online trip planning tools	57.4%	33.7%	7.1%	1.8%
Q31. Text alerts for service info	47.6%	30.0%	18.8%	3.5%
Q31. Free WiFi on the buses	38.2%	28.8%	20.0%	12.9%

NON RIDERS - NON COMMUTERS Q32. If improvements were made to those items that you rated Very Important (or 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 and begin riding	Number	Percent
Very likely	53	30.8 %
Somewhat likely	75	43.6 %
Not at all likely	13	7.6 %
Depends	29	16.9 %
Don't know	2	1.2 %
Total	172	100.0 %

NON RIDERS - NON COMMUTERS Q32. If improvements were made to those items that you rated Very Important (or 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 and begin riding	Number	Percent
Very likely	53	31.2 %
Somewhat likely	75	44.1 %
Not at all likely	13	7.6 %
Depends	29	17.1 %
Total	170	100.0 %

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	Number	Percent
Yes	163	20.0 %
No	638	78.4 %
Don't know	13	1.6 %
Total	814	100.0 %

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	Number	Percent
Yes	163	20.3 %
No	638	79.7 %
Total	801	100.0 %

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

Q35. Have you used EMBARK website	Number	Percent
Yes	60	7.4 %
No	724	88.9 %
Don't know	30	3.7 %
Total	814	100.0 %

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

Q35. Have you used EMBARK website	Number	Percent
Yes	60	7.7 %
No	724	92.3 %
Total	784	100.0 %

Q36. (If Yes to Question 35) Were you Very Satisfied, Somewhat Satisfied or Not At All Satisfied with your website experience?

Q36. Satisfaction level with your website experience	Number	Percent
Very satisfied	18	30.0 %
Somewhat satisfied	28	46.7 %
Not at all satisfied	11	18.3 %
Don't know	3	5.0 %
Total	60	100.0 %

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. Satisfaction level with your website experience	Number	Percent
Very satisfied	18	31.6 %
Somewhat satisfied	28	49.1 %
Not at all satisfied	11	19.3 %
Total	57	100.0 %

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

Q37. How many working vehicles does your household currently have	Number	Percent
0	4	0.5 %
1	239	29.4 %
2	373	45.8 %
3	119	14.6 %
4	39	4.8 %
5 or more	23	2.8 %
Not Provided	17	2.1 %
Total	814	100.0 %

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
0	4	0.5 %
1	239	30.0 %
2	373	46.8 %
3	119	14.9 %
4	39	4.9 %
5 or more	23	2.9 %
Total	797	100.0 %

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

<u>Q38. How long have you lived in the Oklahoma City area</u>	<u>Number</u>	<u>Percent</u>
Less than a year	87	10.7 %
1-2 years	72	8.8 %
3-4 years	339	41.6 %
5+ years	309	38.0 %
Not provided	7	0.9 %
Total	814	100.0 %

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

<u>Q38. How long have you lived in the Oklahoma City area</u>	<u>Number</u>	<u>Percent</u>
Less than a year	87	10.8 %
1-2 years	72	8.9 %
3-4 years	339	42.0 %
5+ years	309	38.3 %
Total	807	100.0 %

Q39. Are you:

<u>Q39. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed	550	67.6 %
Homemaker	34	4.2 %
Looking for work	28	3.4 %
Student	4	0.5 %
Active duty military	1	0.1 %
Student that is also employed	28	3.4 %
Retired	154	18.9 %
Not provided	15	1.8 %
Total	814	100.0 %

Q39. Are you: (without "not provided")

<u>Q39. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed	550	68.8 %
Homemaker	34	4.3 %
Looking for work	28	3.5 %
Student	4	0.5 %
Active duty military	1	0.1 %
Student that is also employed	28	3.5 %
Retired	154	19.3 %
Total	799	100.0 %

Q40. Do you read a local newspaper regularly?

Q40. Do you read a local newspaper regularly	Number	Percent
Yes	293	36.0 %
No	509	62.5 %
Not provided	12	1.5 %
Total	814	100.0 %

Q40. Do you read a local newspaper regularly? (without "not provided")

Q40. Do you read a local newspaper regularly	Number	Percent
Yes	293	36.5 %
No	509	63.5 %
Total	802	100.0 %

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

Q41. Where would you go for information	Number	Percent
Phone book/Yellow Pages	95	11.7 %
Call EMBARK	150	18.4 %
Call my city/county government	28	3.4 %
Ask my employer	10	1.2 %
Search the web/go to EMBARK website	626	76.9 %
Ask a friend/relative	97	11.9 %
Facebook Page	79	9.7 %
Twitter account	17	2.1 %
Other	38	4.7 %
Total	1140	

Q41. Other

Q41. Other	Number	Percent
Google	17	48.6 %
Internet	4	11.4 %
library	2	5.7 %
Online	2	5.7 %
211	1	2.9 %
like maps, routes, directions more than web	1	2.9 %
Bing.com	1	2.9 %
Talk to COTPA	1	2.9 %
website	1	2.9 %
newspaper	1	2.9 %
My employer keeps us update	1	2.9 %
family member	1	2.9 %
computer	1	2.9 %
tv/radio/phone app	1	2.9 %
Total	35	100.0 %

Q42. How do you access the Internet?

<u>Q42. How do you access internet</u>	<u>Number</u>	<u>Percent</u>
Home desktop computer	595	73.1 %
Work desktop computer	298	36.6 %
Tablet with data plan	257	31.6 %
Mobile phone with data plan	605	74.3 %
Public computer (library)	39	4.8 %
Total	1794	

Q43. Do you have a social media account?

<u>Q43. Do you have a social media account</u>	<u>Number</u>	<u>Percent</u>
Yes	655	80.5 %
No	132	16.2 %
Not provided	27	3.3 %
Total	814	100.0 %

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

<u>Q43. Do you have a social media account</u>	<u>Number</u>	<u>Percent</u>
Yes	655	83.2 %
No	132	16.8 %
Total	787	100.0 %

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

<u>Q44. What type of social media account do you use regularly</u>	<u>Number</u>	<u>Percent</u>
Twitter	174	26.6 %
Facebook	599	91.5 %
Instagram	210	32.1 %
Nextdoor	97	14.8 %
Other	23	3.5 %
Total	1103	

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	707	86.9 %
Apartment	74	9.1 %
Other	19	2.3 %
Not provided	14	1.7 %
Total	814	100.0 %

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	707	88.4 %
Apartment	74	9.3 %
Other	19	2.4 %
Total	800	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
No	812	99.8 %
Not provided	2	0.2 %
Total	814	100.0 %

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
No	812	100.0 %
Total	812	100.0 %

Q47. What is your age?

Q47. Your age	Number	Percent
Under 35 years	158	20.7 %
35-44 years	138	18.1 %
45-54 years	148	19.4 %
55-64 years	170	22.3 %
65+ years	148	19.4 %
Total	762	100.0 %

Q48. What is your race or ethnic background?

Q48. Your race/ethnic background	Number	Percent
Caucasian/White	611	75.1 %
Spanish/Hispanic/Latino	24	2.9 %
African American/Black	127	15.6 %
Native American	67	8.2 %
Asian	15	1.8 %
Native Hawaiian/Pacific Islander	9	1.1 %
Other	15	1.8 %
Total	868	

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

Q49. Do you have a diagnosed disability	Number	Percent
Yes	104	12.8 %
No	686	84.3 %
Not provided	24	2.9 %
Total	814	100.0 %

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

Q49. Do you have a diagnosed disability	Number	Percent
Yes	104	13.2 %
No	686	86.8 %
Total	790	100.0 %

Q50. What was your total household income in 2015?

Q50. Your total household income in 2015	Number	Percent
Under \$20K	55	6.8 %
\$20K to \$29,999	85	10.4 %
\$30K to \$39,999	84	10.3 %
\$40K to \$49,999	71	8.7 %
\$50K to \$59,999	71	8.7 %
\$60K to \$69,999	68	8.4 %
\$70K to \$99,999	115	14.1 %
\$100K+	126	15.5 %
Not provided	139	17.1 %
Total	814	100.0 %

Q50. What was your total household income in 2015? (without "not provided")

Q50. Your total household income in 2015	Number	Percent
Under \$20K	55	8.1 %
\$20K to \$29,999	85	12.6 %
\$30K to \$39,999	84	12.4 %
\$40K to \$49,999	71	10.5 %
\$50K to \$59,999	71	10.5 %
\$60K to \$69,999	68	10.1 %
\$70K to \$99,999	115	17.0 %
\$100K+	126	18.7 %
Total	675	100.0 %

Q52. Your gender:

Q52. Your gender	Number	Percent
Male	357	43.9 %
Female	430	52.8 %
Not provided	27	3.3 %
Total	814	100.0 %

Q52. Your gender: (without "not provided")

Q52. Your gender	Number	Percent
Male	357	45.4 %
Female	430	54.6 %
Total	787	100.0 %

Section 3:
GIS Maps

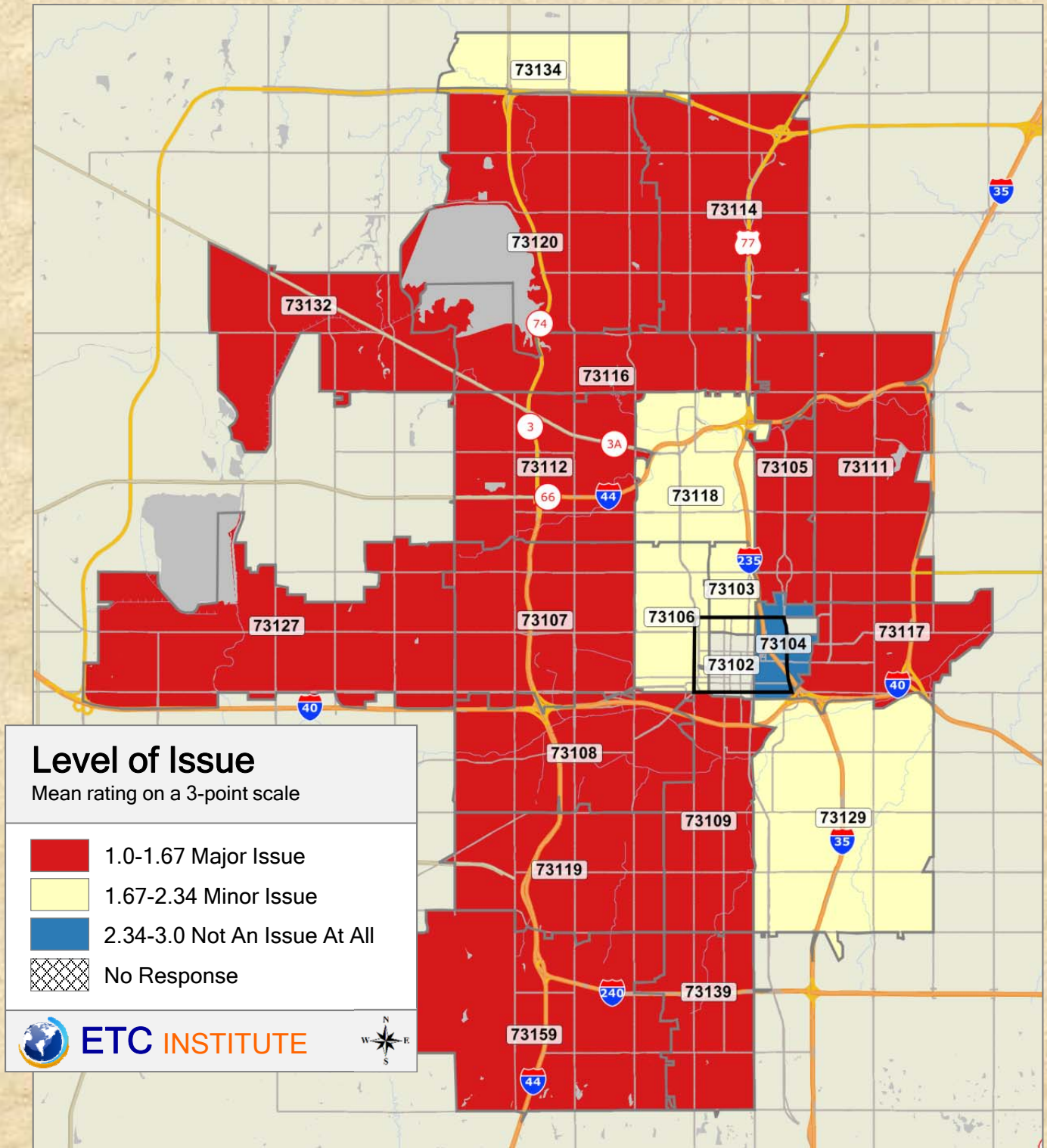
Interpreting the Maps

The maps on the following pages show the mean ratings for several questions on the survey by Zip Code. If all areas on a map are the same color, then residents generally feel the same about that issue regardless of the location of their home.

When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “excellent” or “good” and ratings of “very safe” or “safe.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “below average” or “poor” and ratings of “unsafe” or “very unsafe.”

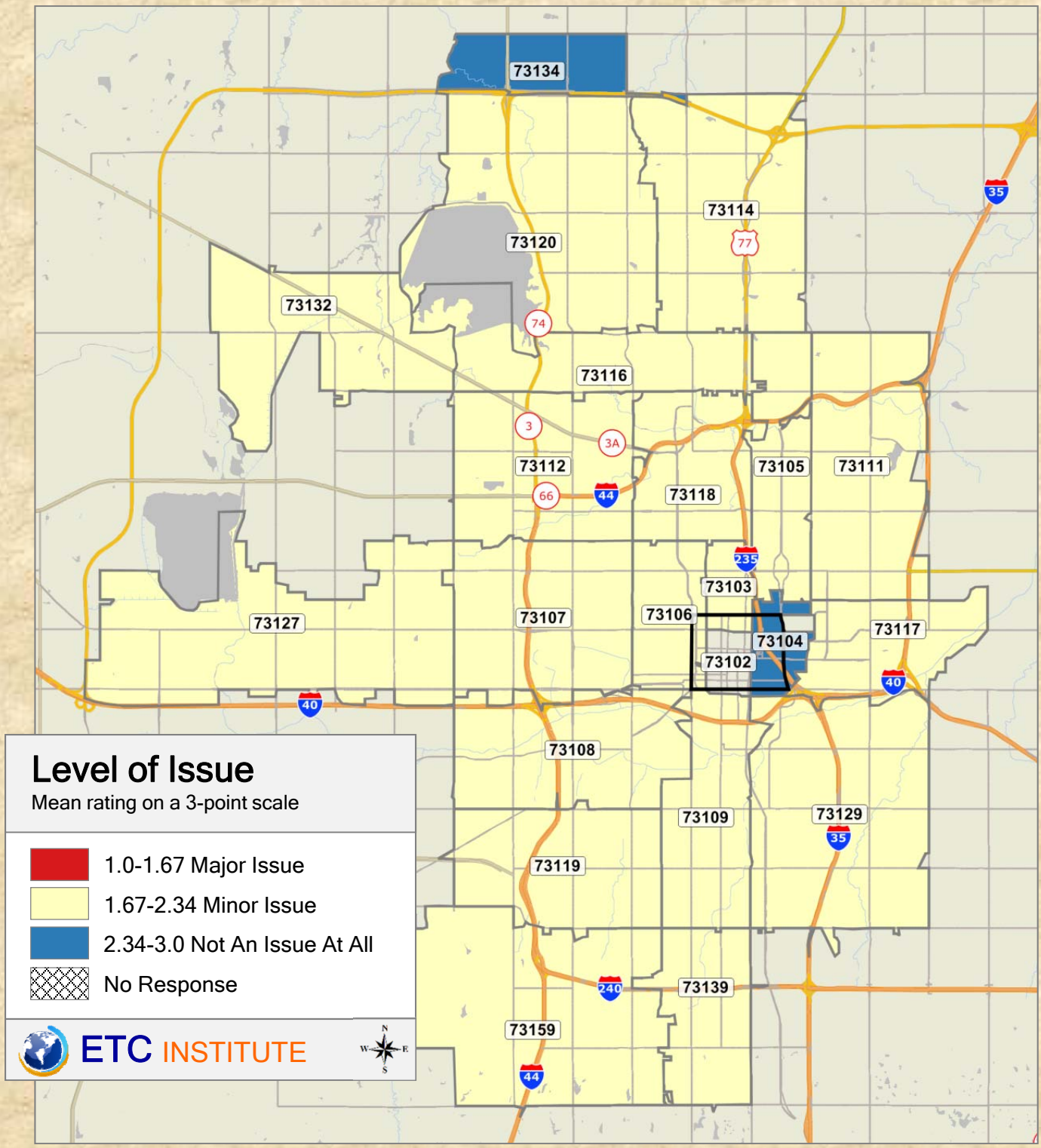
Q3.1 How Large an Issue Respondent Believes the Following Issue is: Traffic congestion during commute time



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

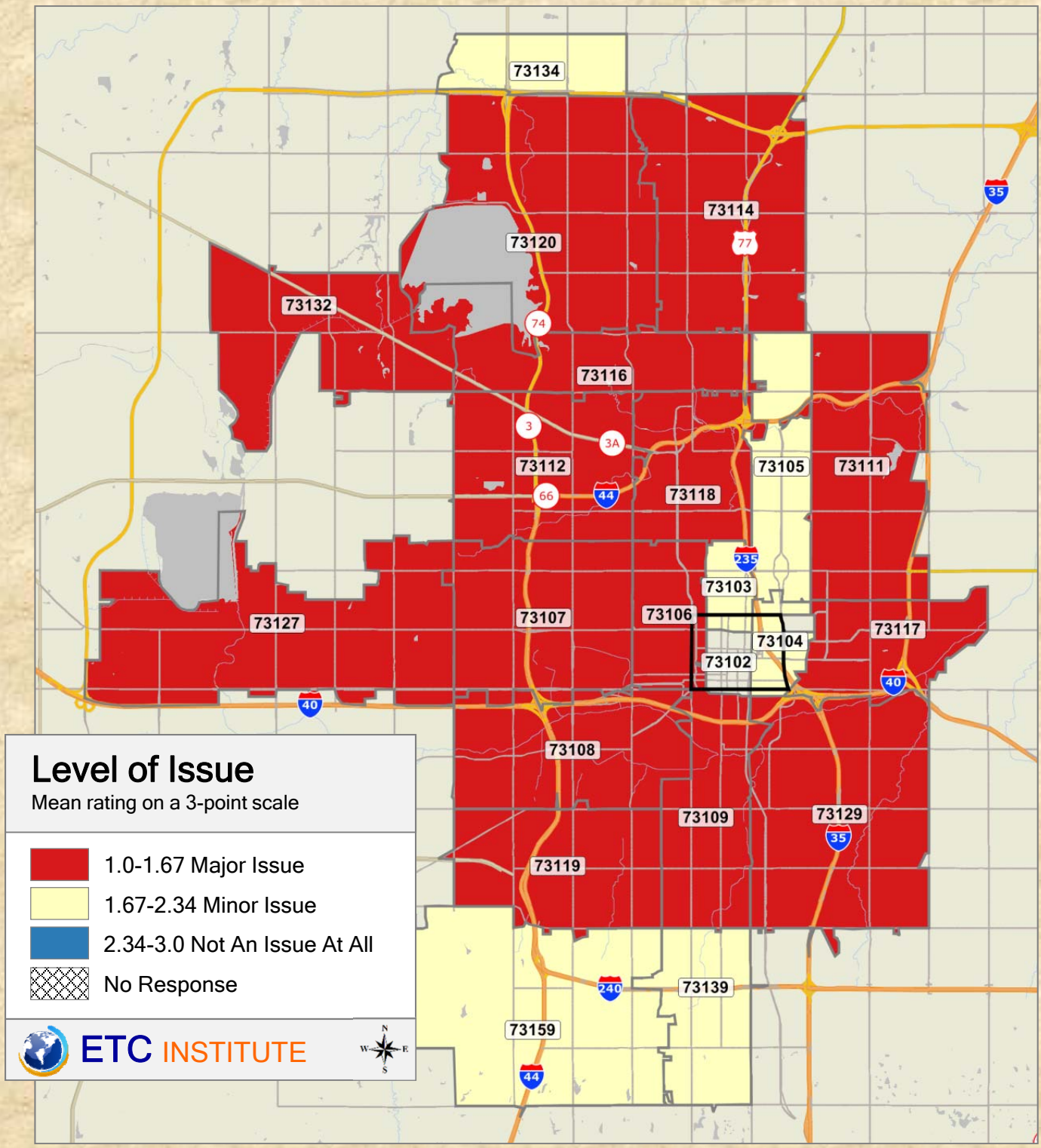
Q3.2 How Large an Issue Respondent Believes the Following Issue is: Traffic congestion at other times



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

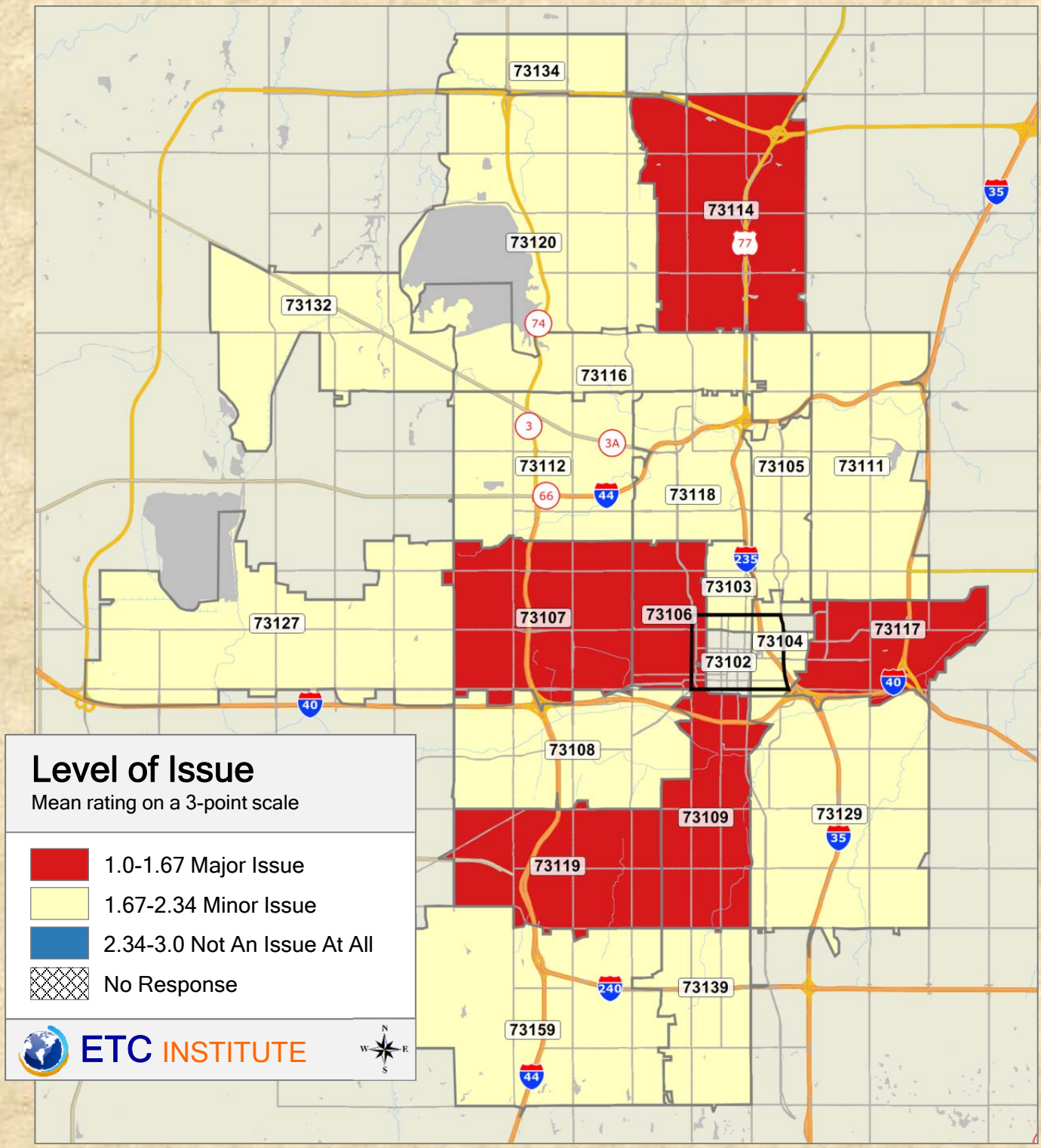
Q3.3 How Large an Issue Respondent Believes the Following Issue is: Mobility for seniors and the disabled



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

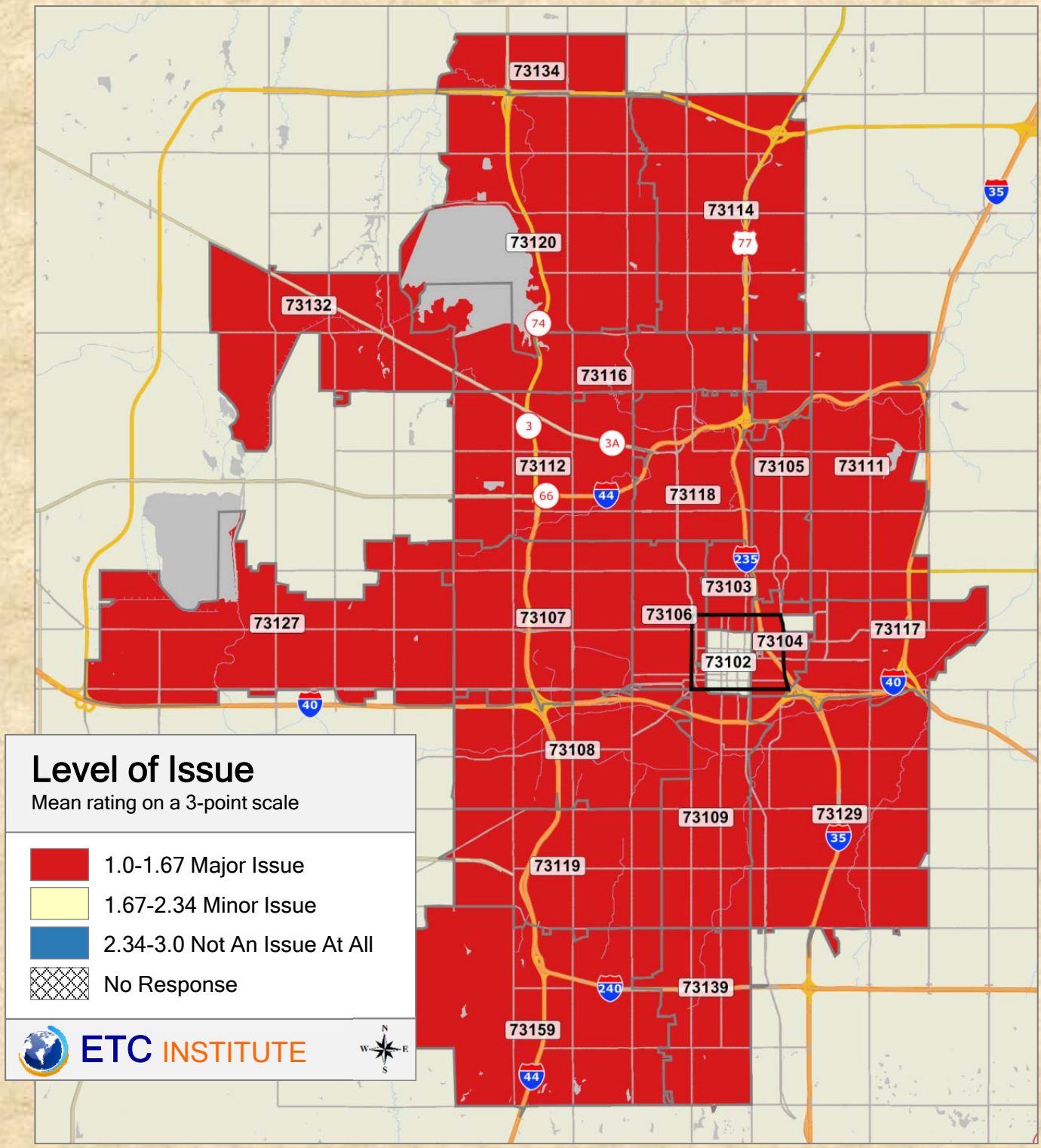
Q3.4 How Large an Issue Respondent Believes the Following Issue is: Local bus service



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

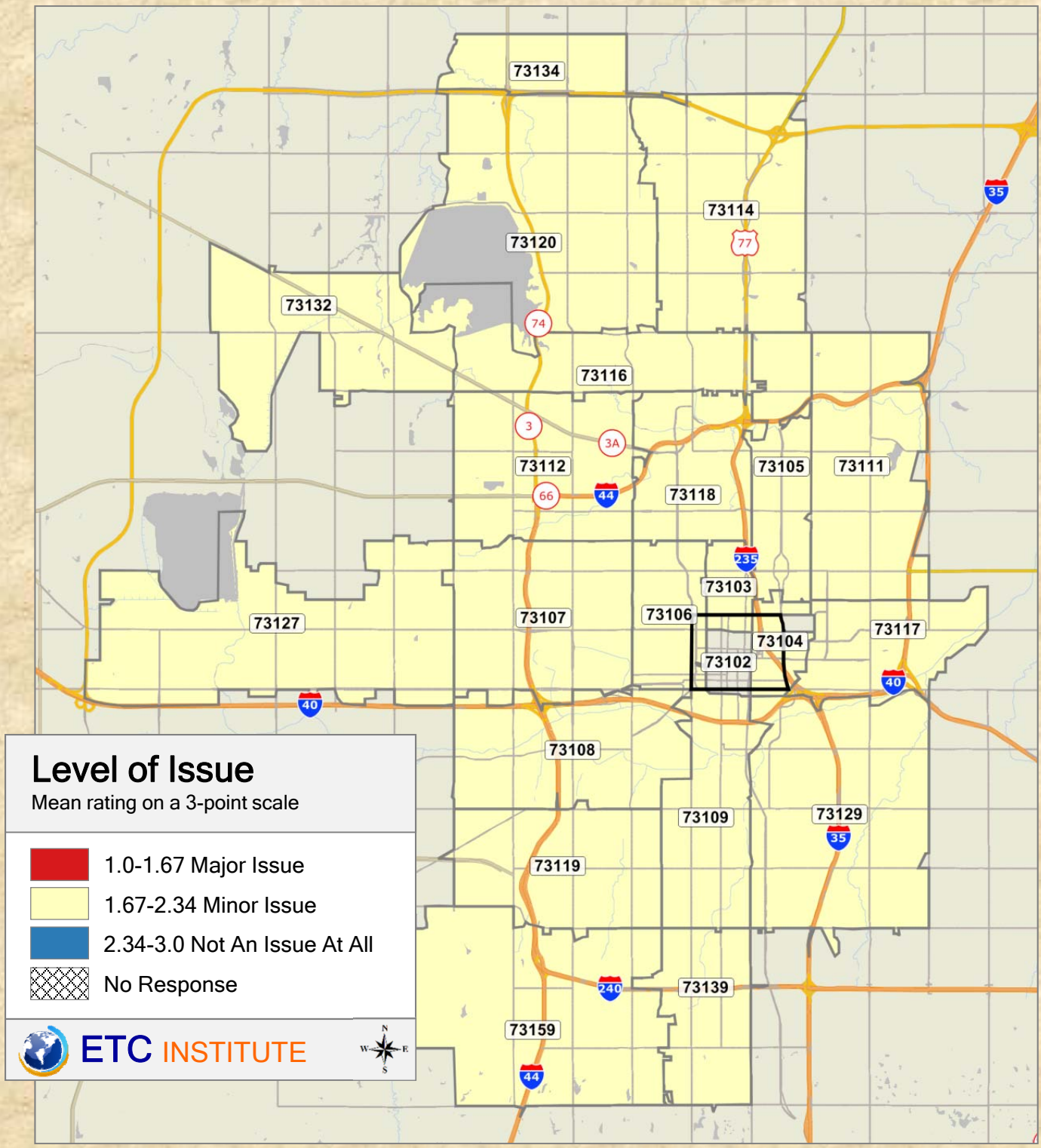
Q3.5 How Large an Issue Respondent Believes the Following Issue is: Maintenance of local roads



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

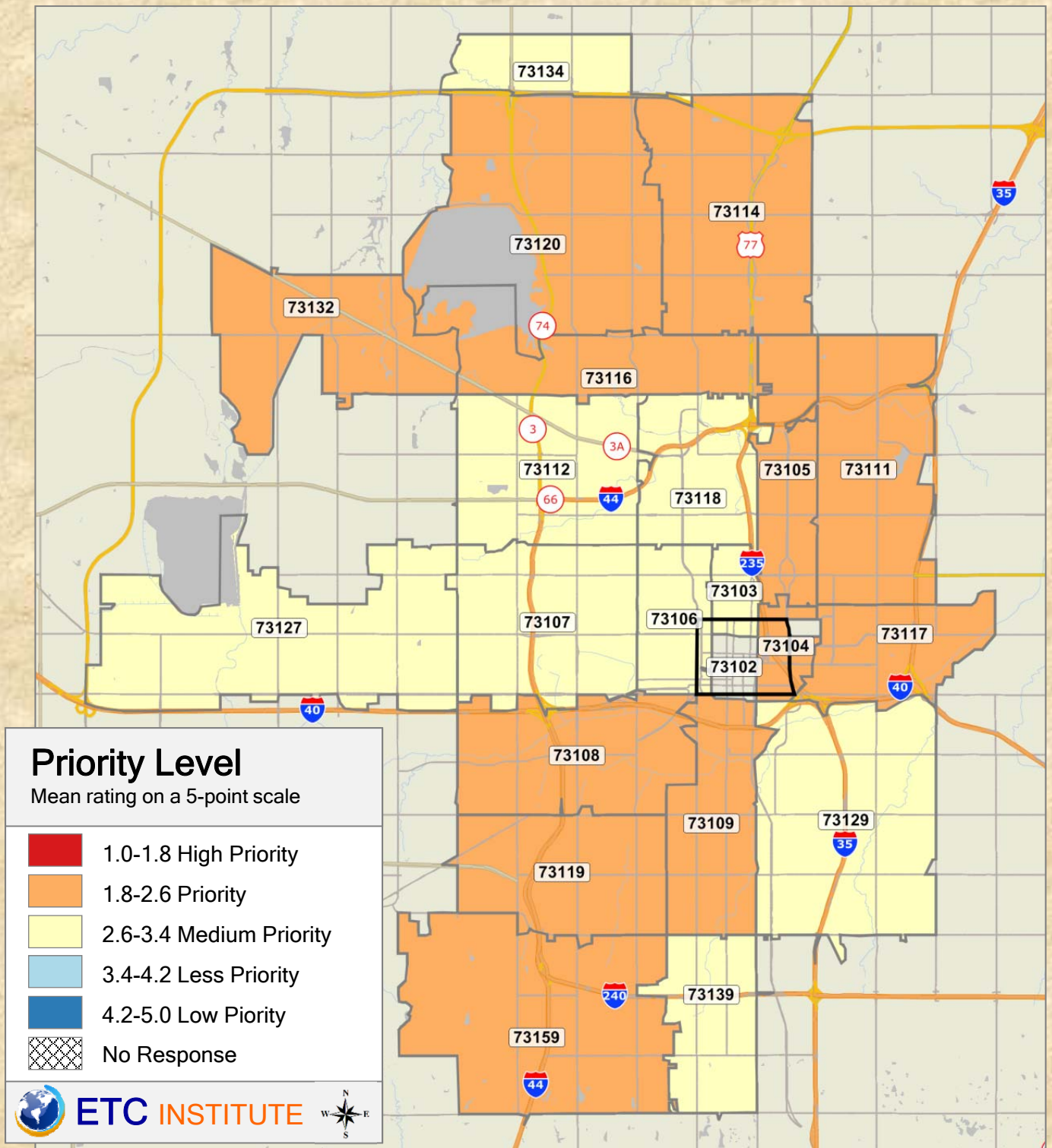
Q3.6 How Large an Issue Respondent Believes the Following Issue is: Movement of freight



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

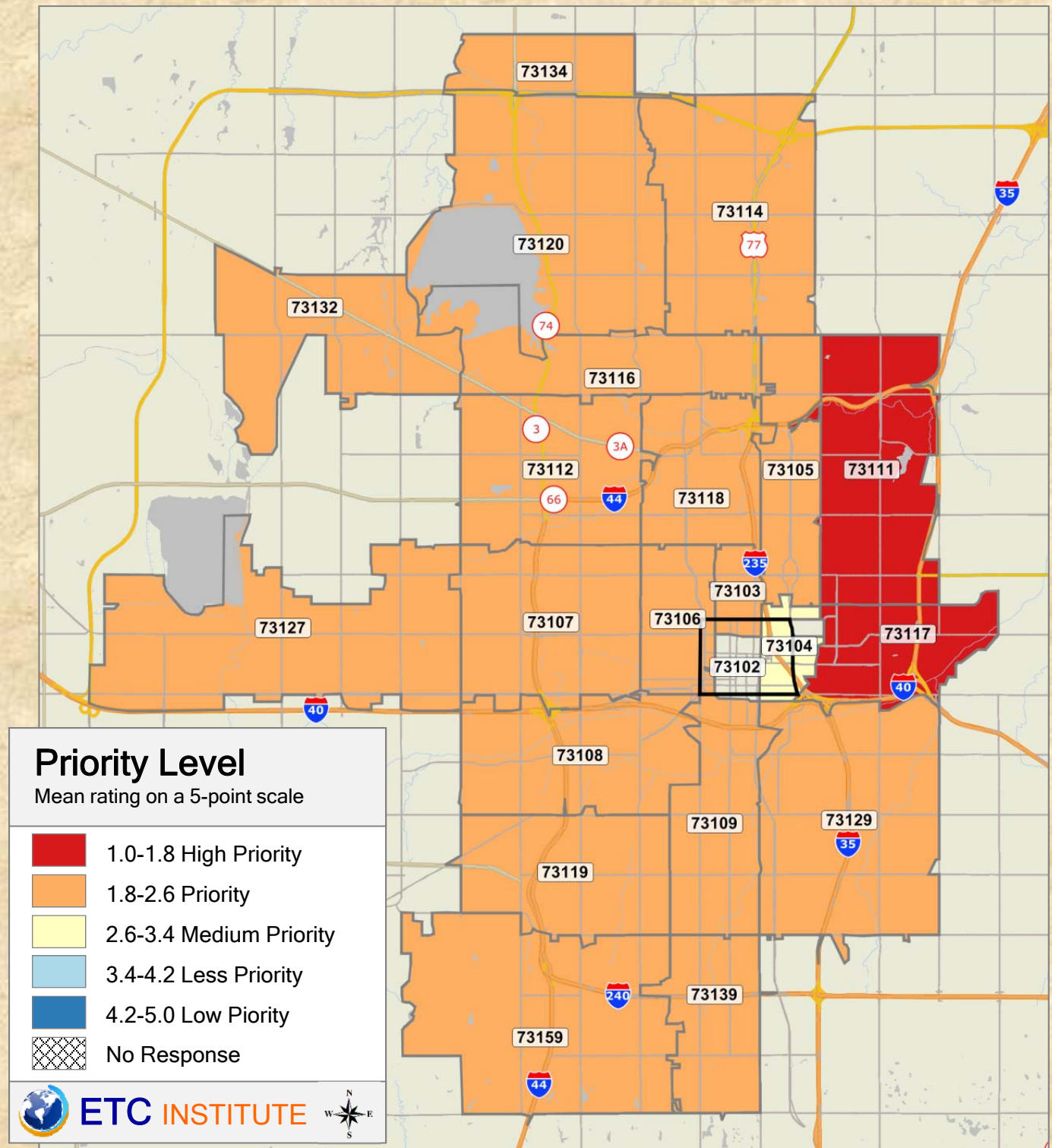
Q4.1 How Respondent Rates the Following Option to Improve Transportation in the Area: Building new roads and freeways



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

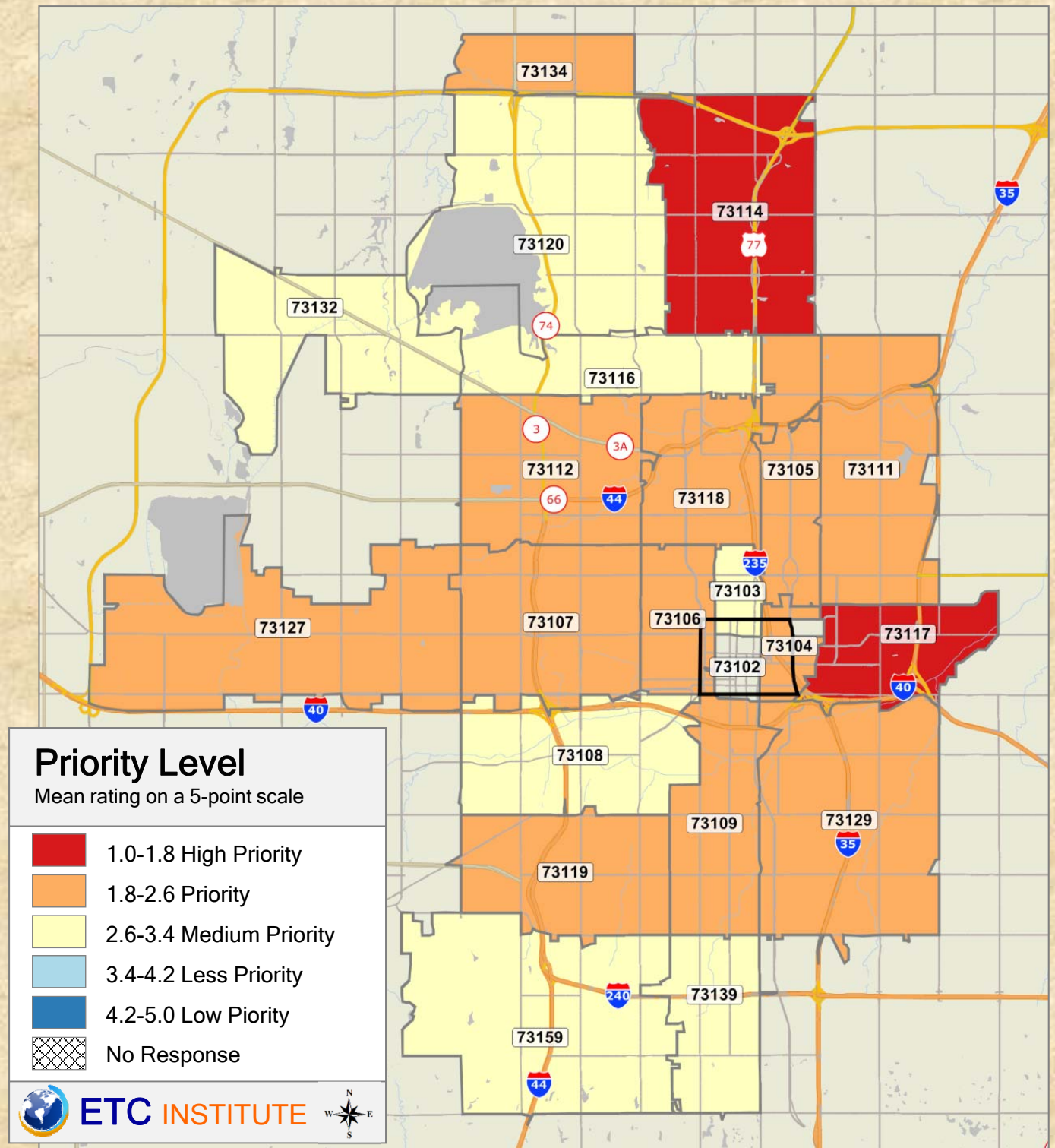
Q4.2 How Respondent Rates the Following Option to Improve Transportation in the Area: Widening existing roads and highways



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

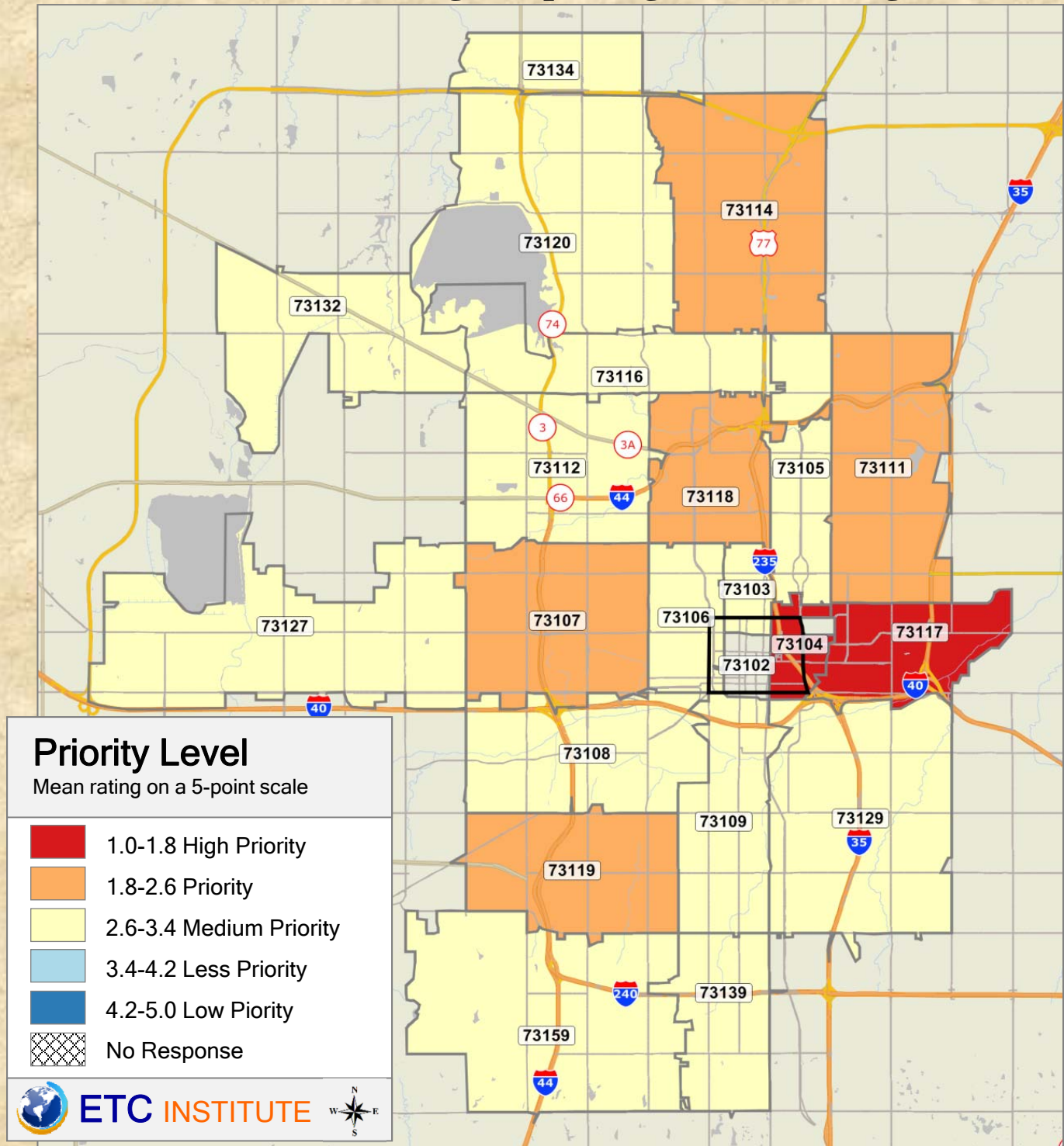
Q4.3 How Respondent Rates the Following Option to Improve Transportation in the Area: Increasing Bus Service



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

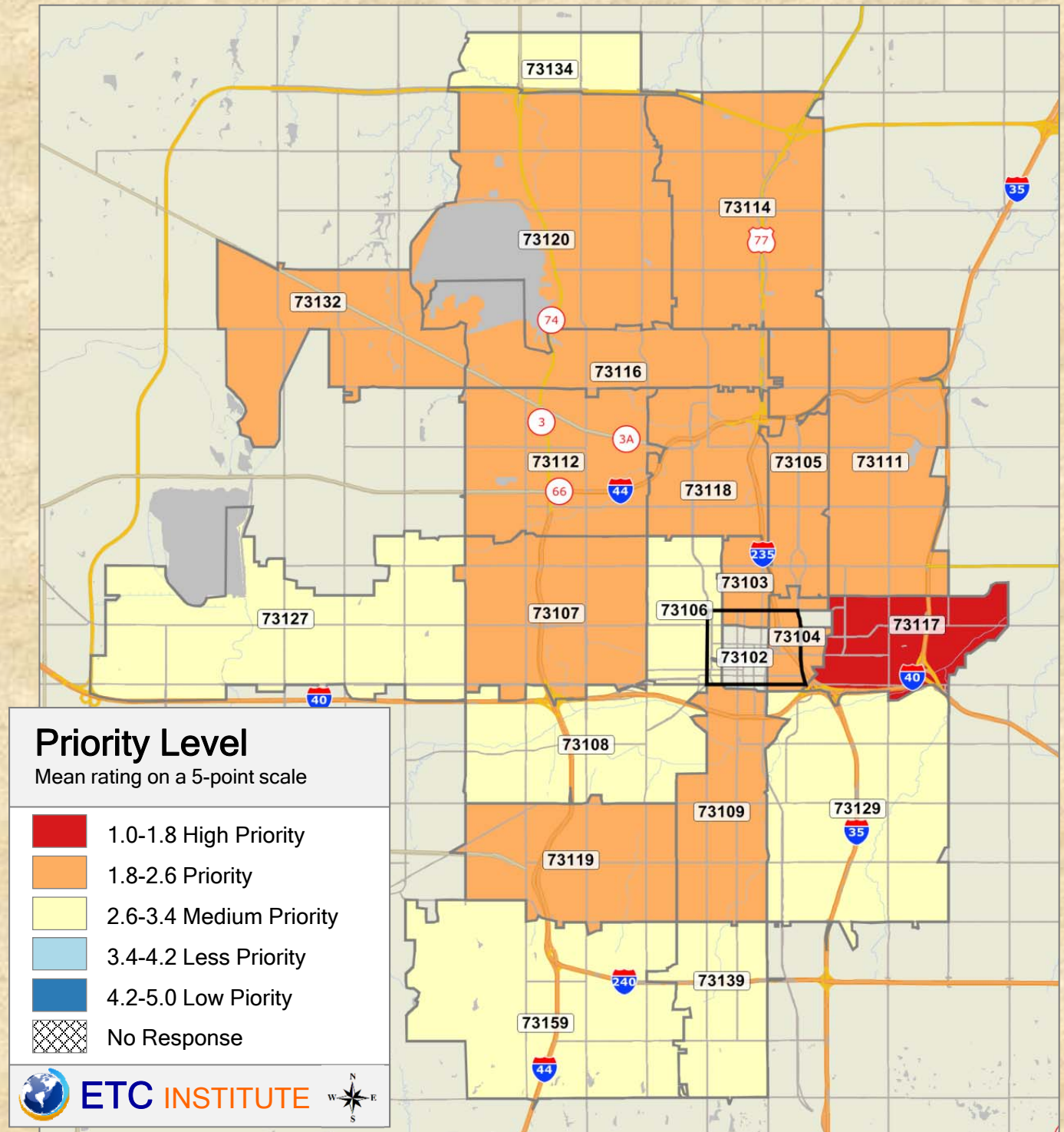
Q4.4 How Respondent Rates the Following Option to Improve Transportation in the Area: Creating Park and Ride lots to encourage carpooling and bus riding



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

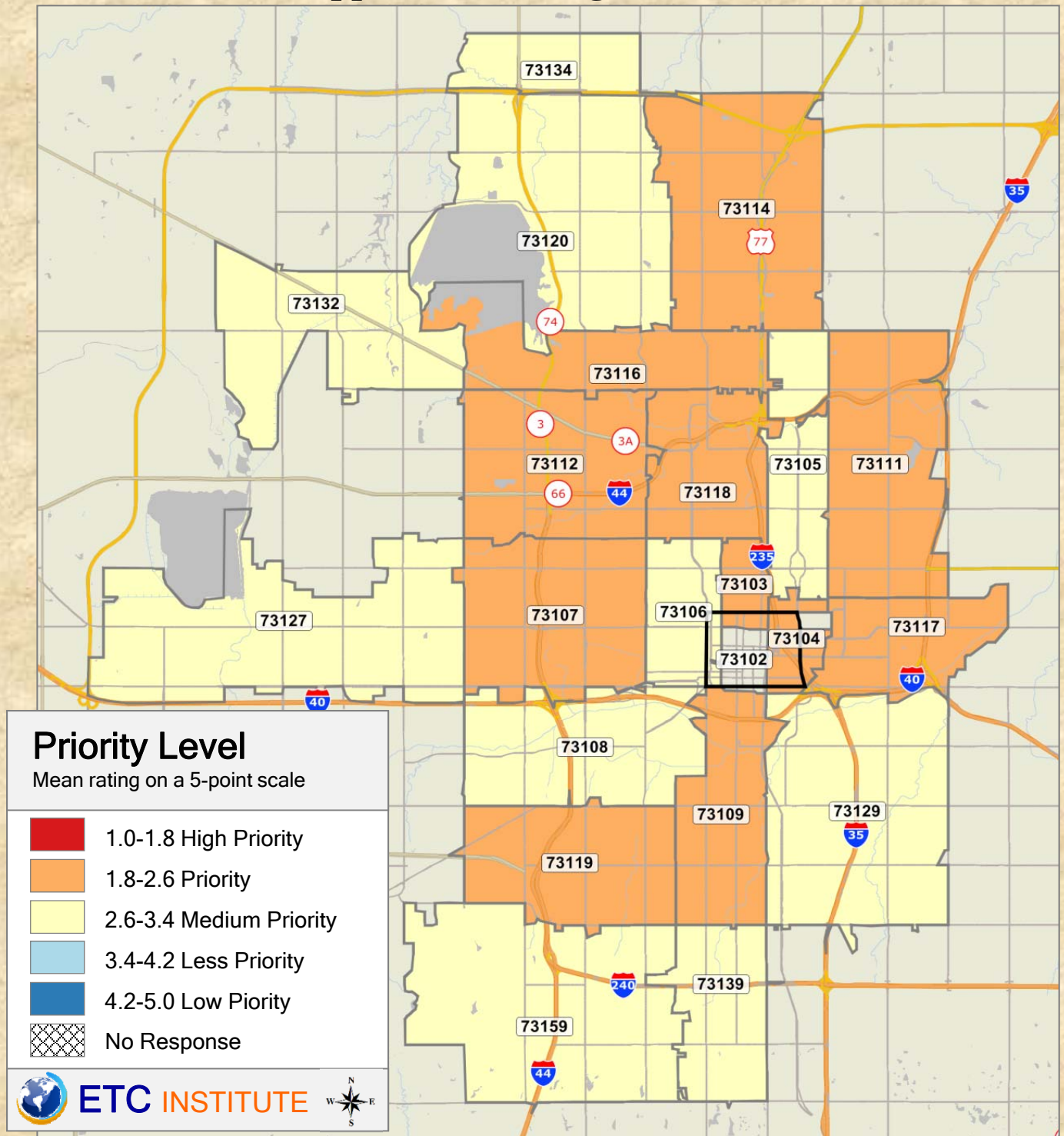
Q4.5 How Respondent Rates the Following Option to Improve Transportation in the Area: Adding bus rapid transit to connect places along the Northwest expressway corridor



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

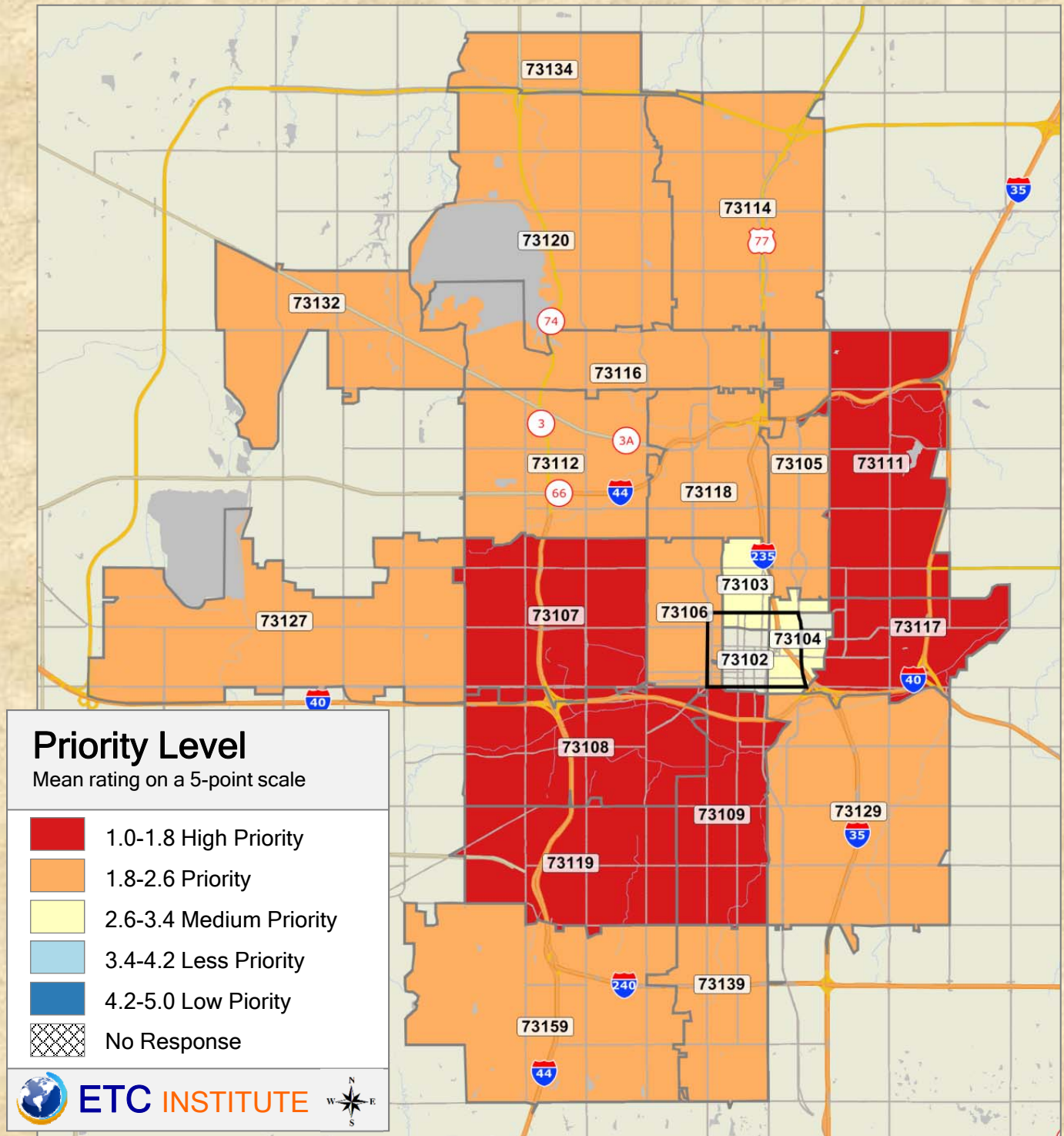
Q4.6 How Respondent Rates the Following Option to Improve Transportation in the Area: Having employers actively support commuting alternatives



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

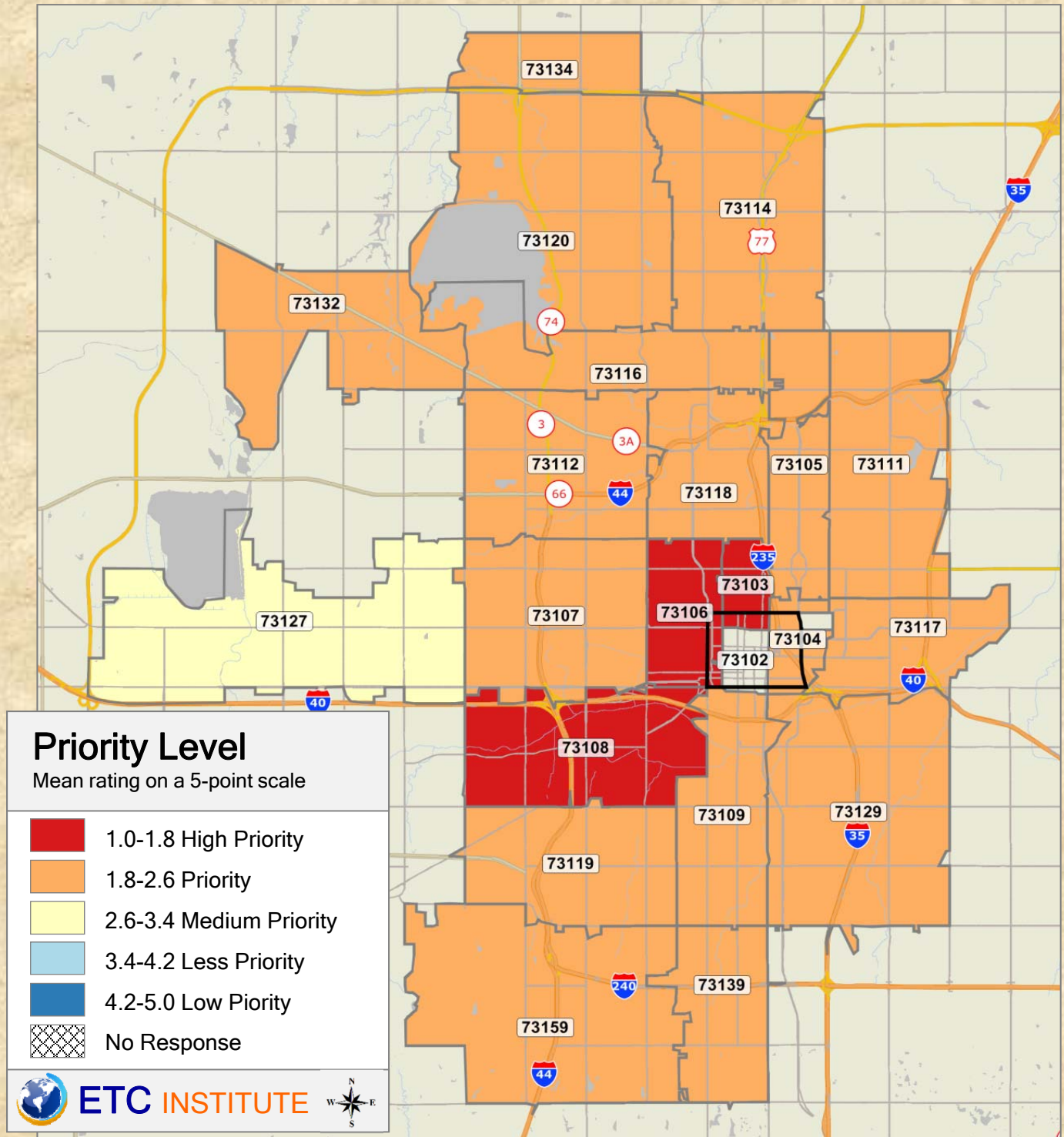
Q4.7 How Respondent Rates the Following Option to Improve Transportation in the Area: Adding bus service for the elderly and the disabled



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

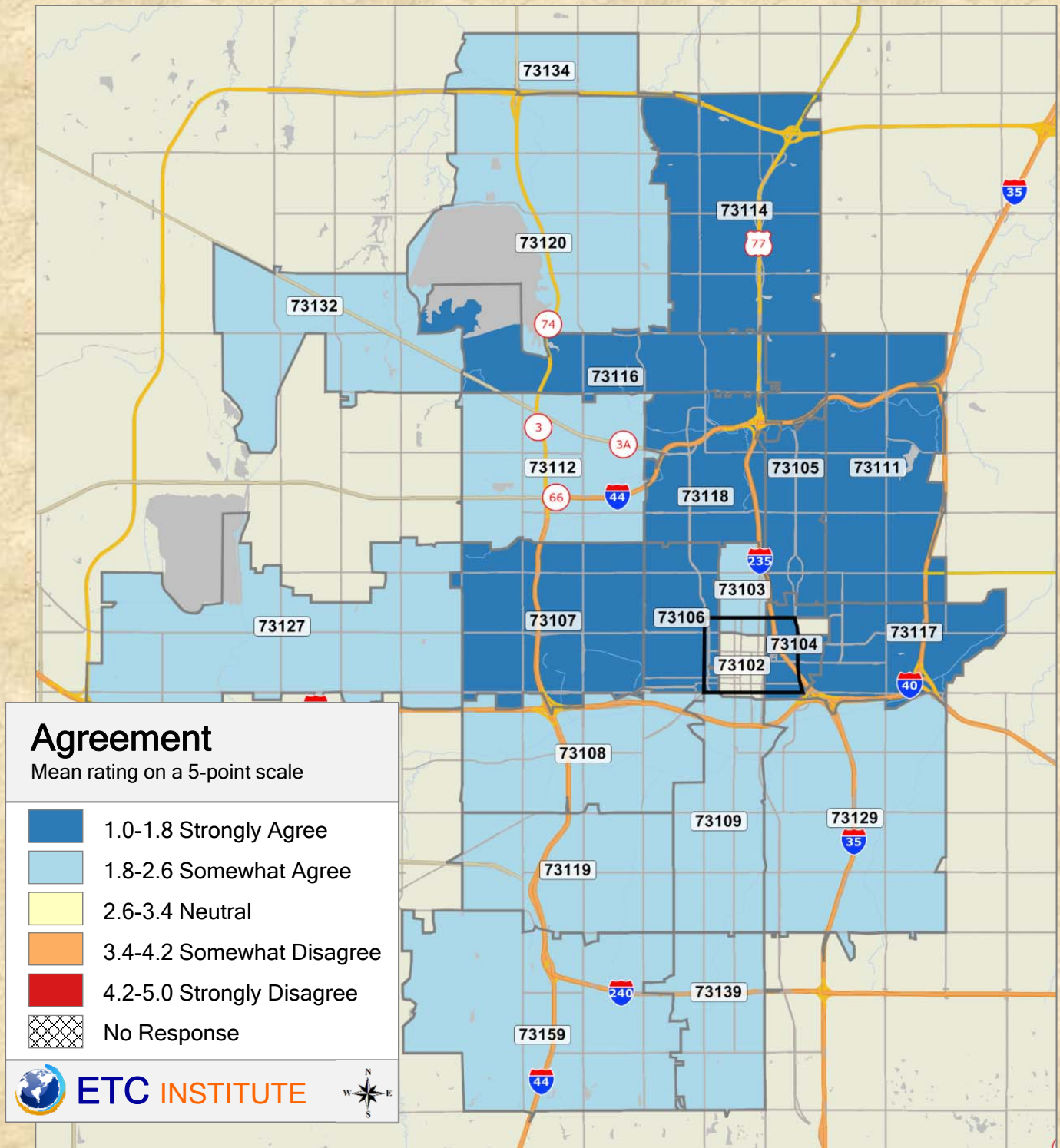
Q4.8 How Respondent Rates the Following Option to Improve Transportation in the Area: Building more sidewalks and trails for bikes



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

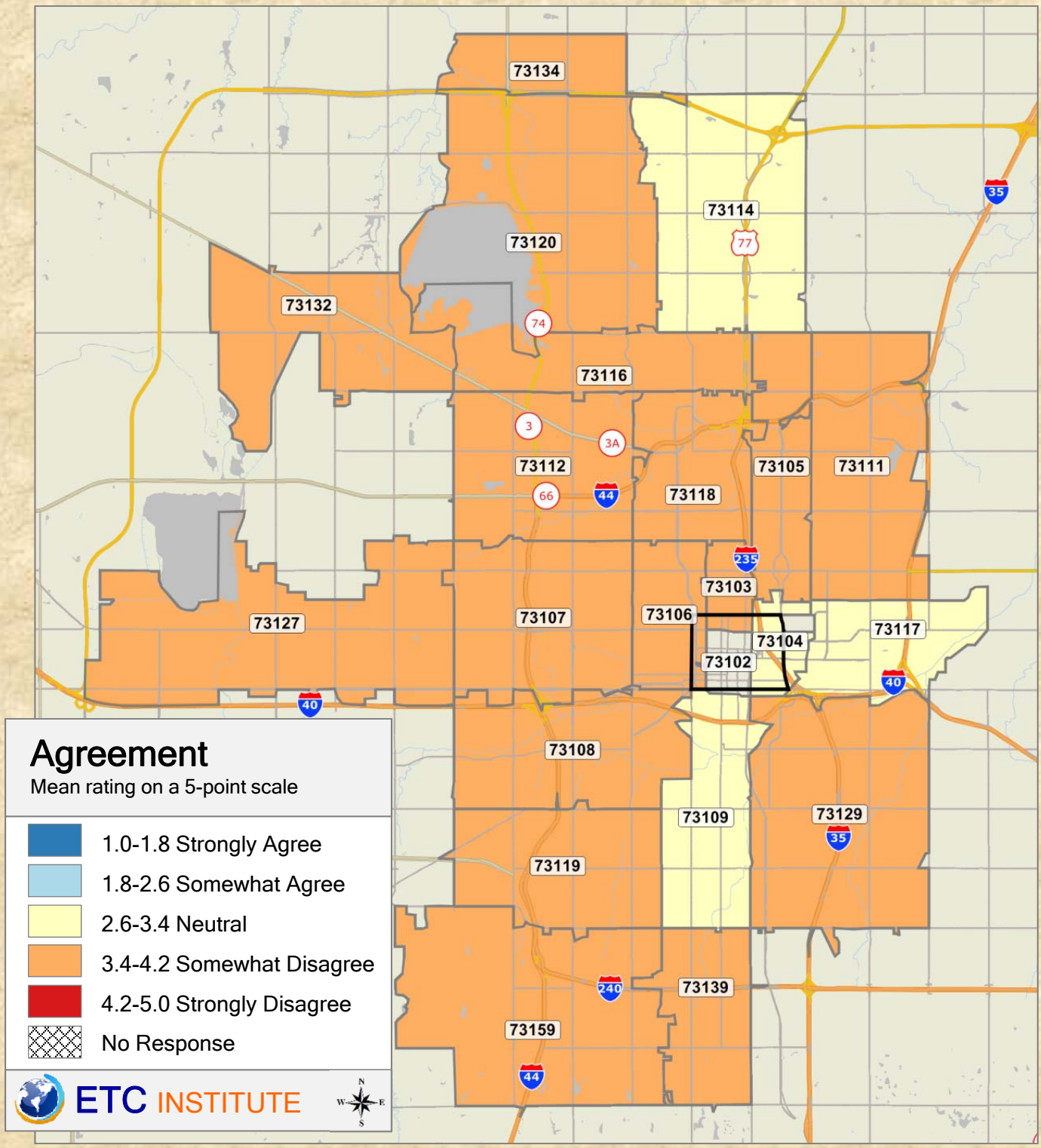
Q5.1 Respondent's Level of Agreement with the Following: Money spent on public transit service in greater Oklahoma City area is a good investment



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

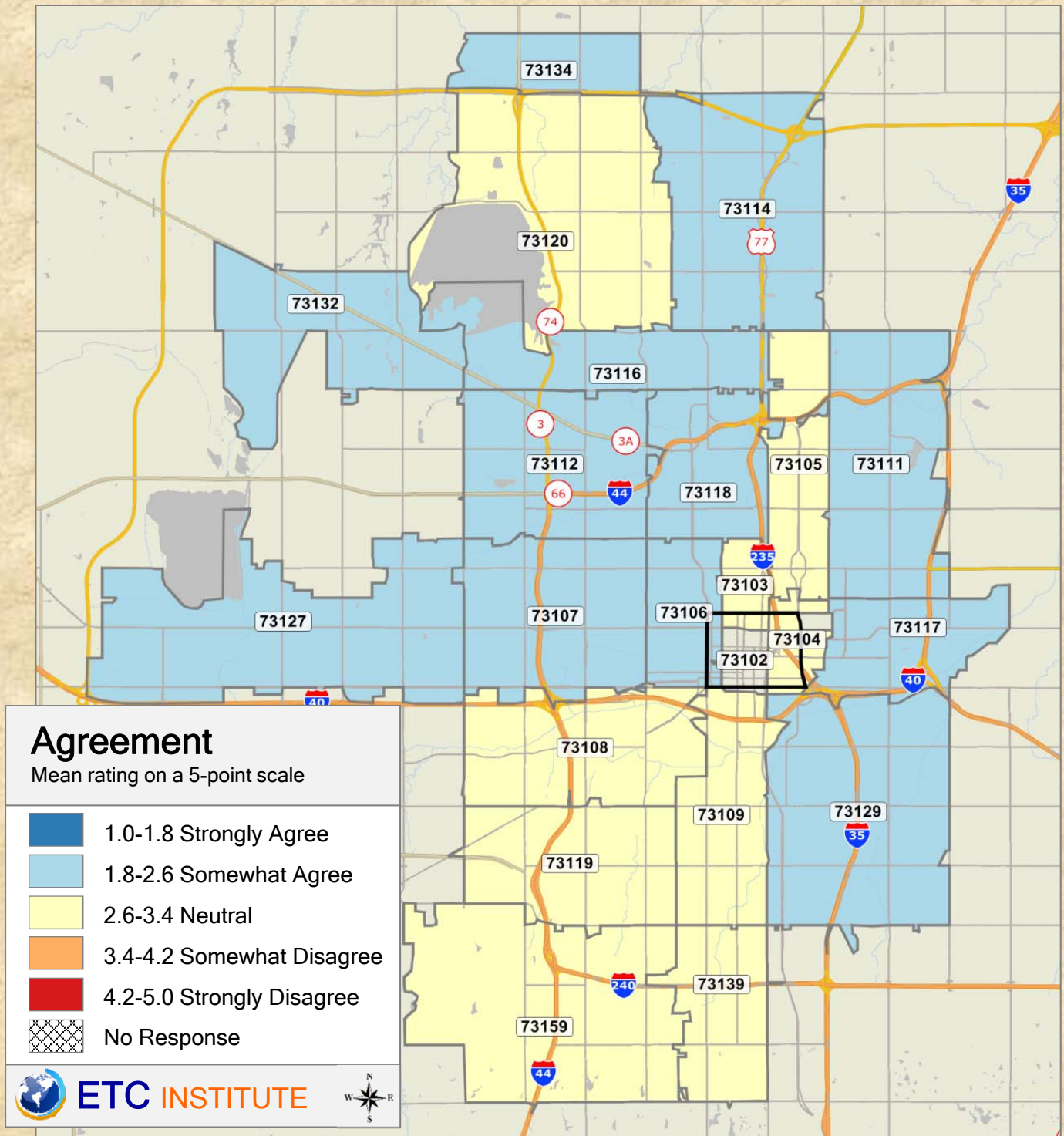
Q5.2 Respondent's Level of Agreement with the Following: People like me ride the bus



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

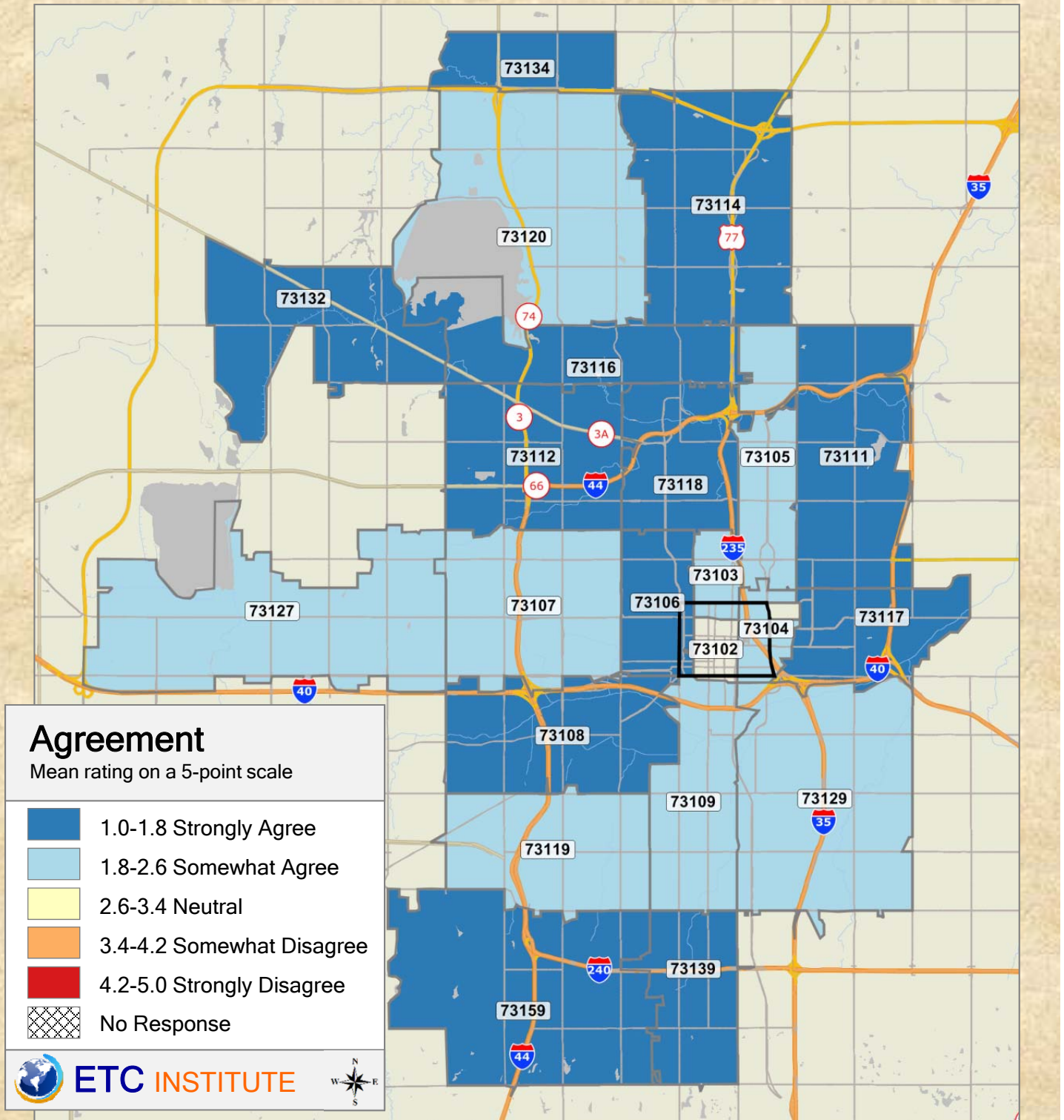
Q5.3 Respondent's Level of Agreement with the Following: Because I'm concerned for the environment I have changed some of my ways of doing things



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

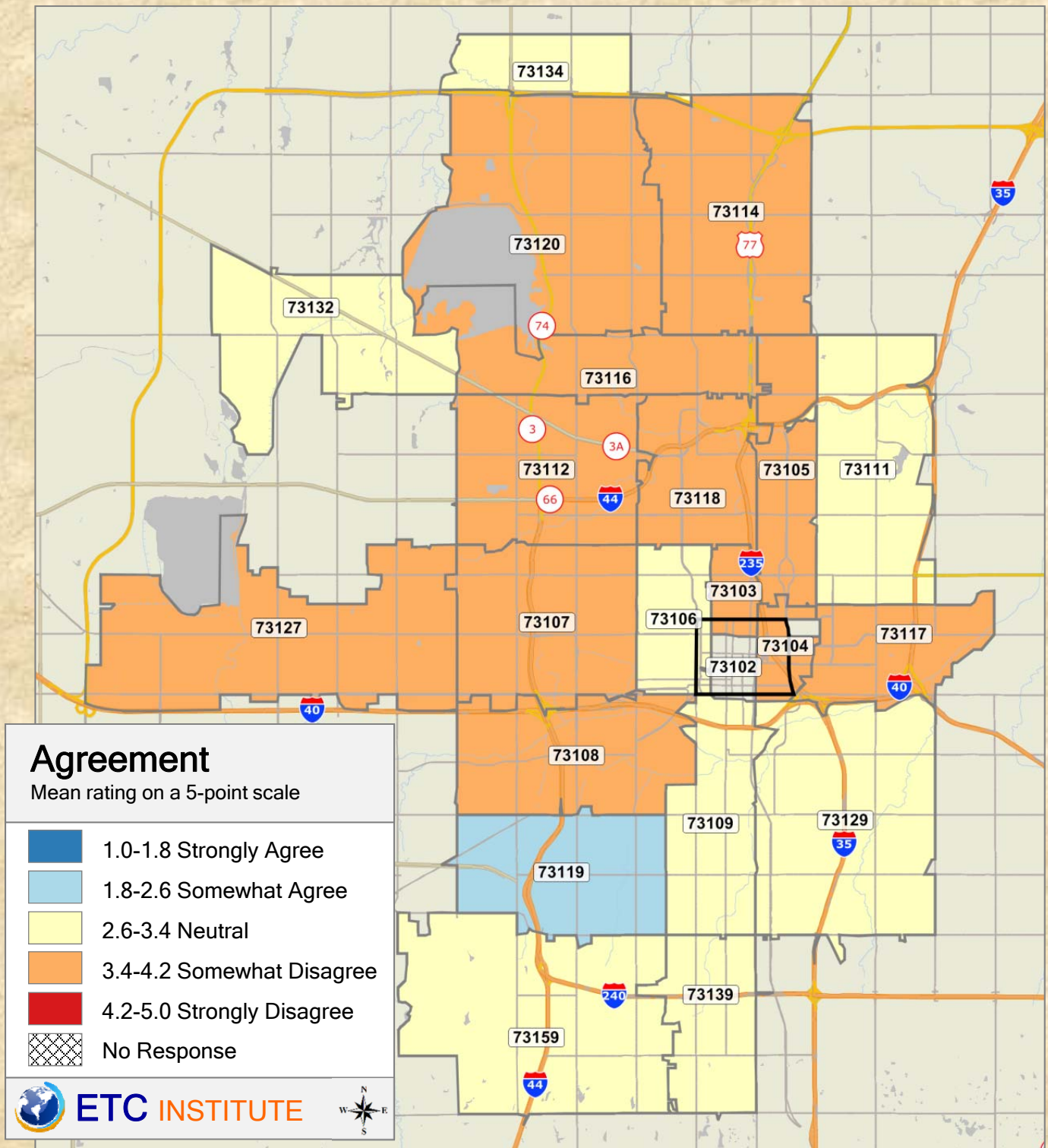
Q5.4 Respondent's Level of Agreement with the Following: If we don't manage growth properly, quality of life in this area will decline



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

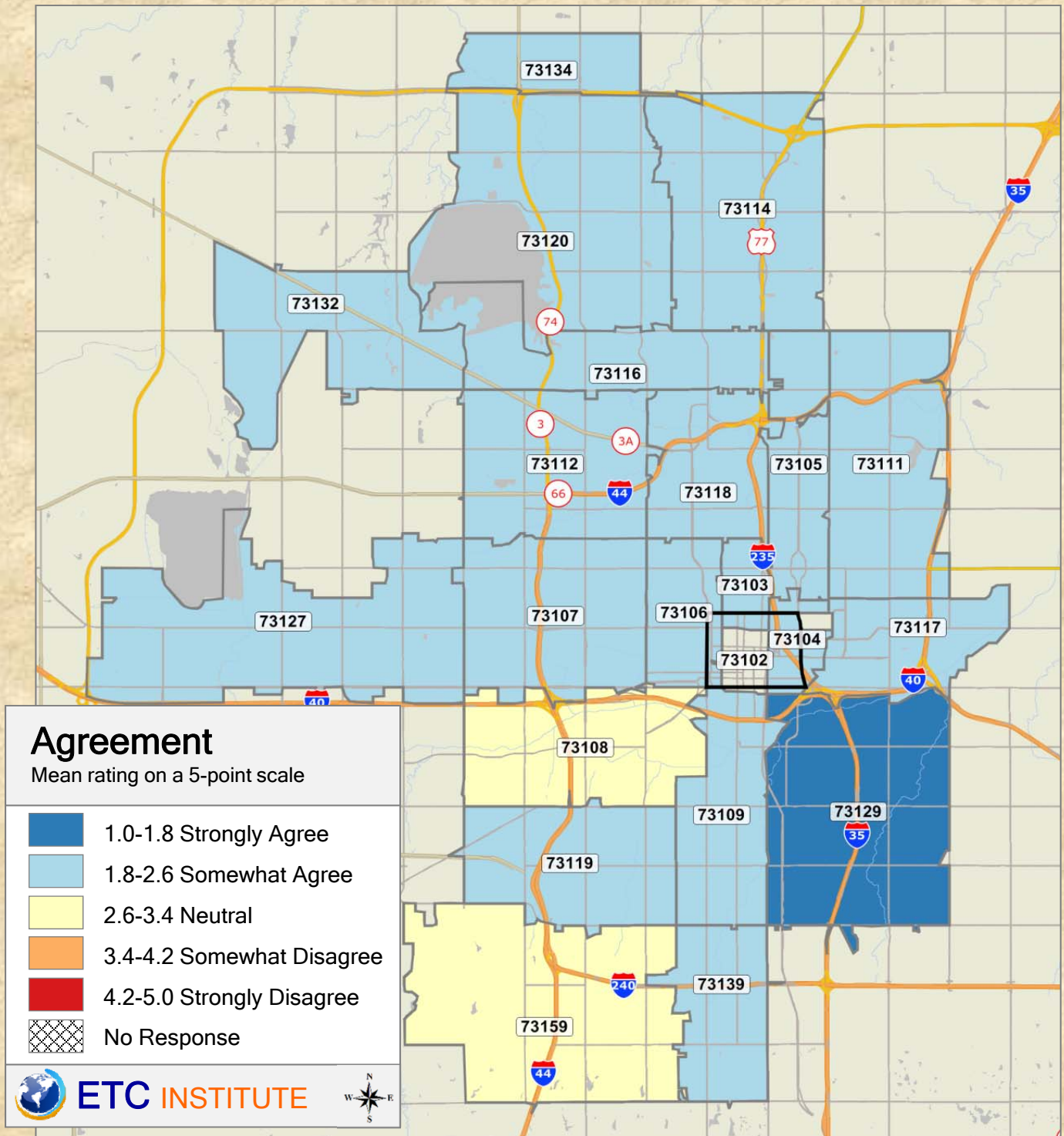
Q5.5 Respondent's Level of Agreement with the Following: Public transit is just for those who cannot afford a car or who cannot drive



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

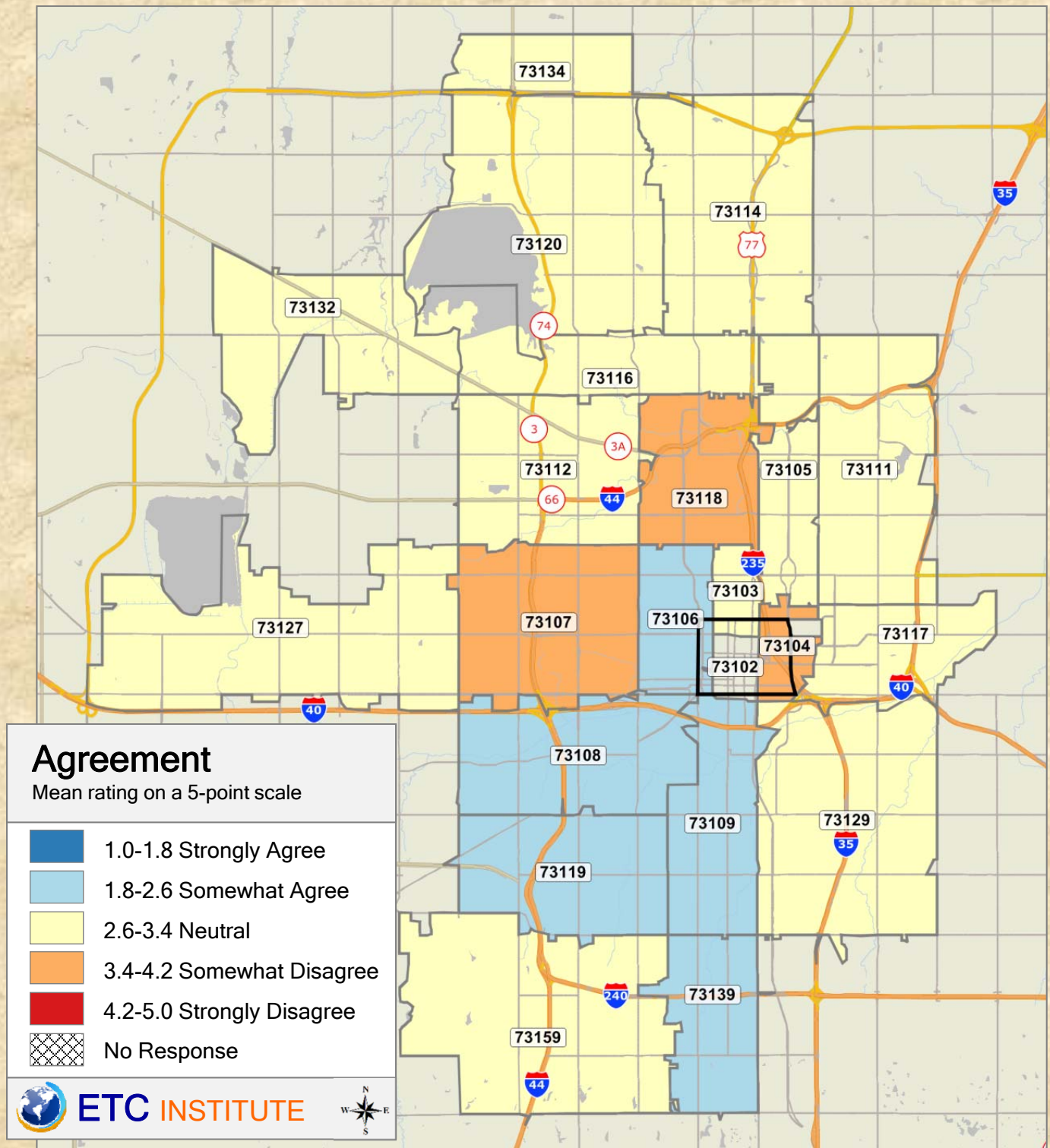
Q5.6 Respondent's Level of Agreement with the Following: A regional transit authority with dedicated regional funding is necessary to create a better, more robust system



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

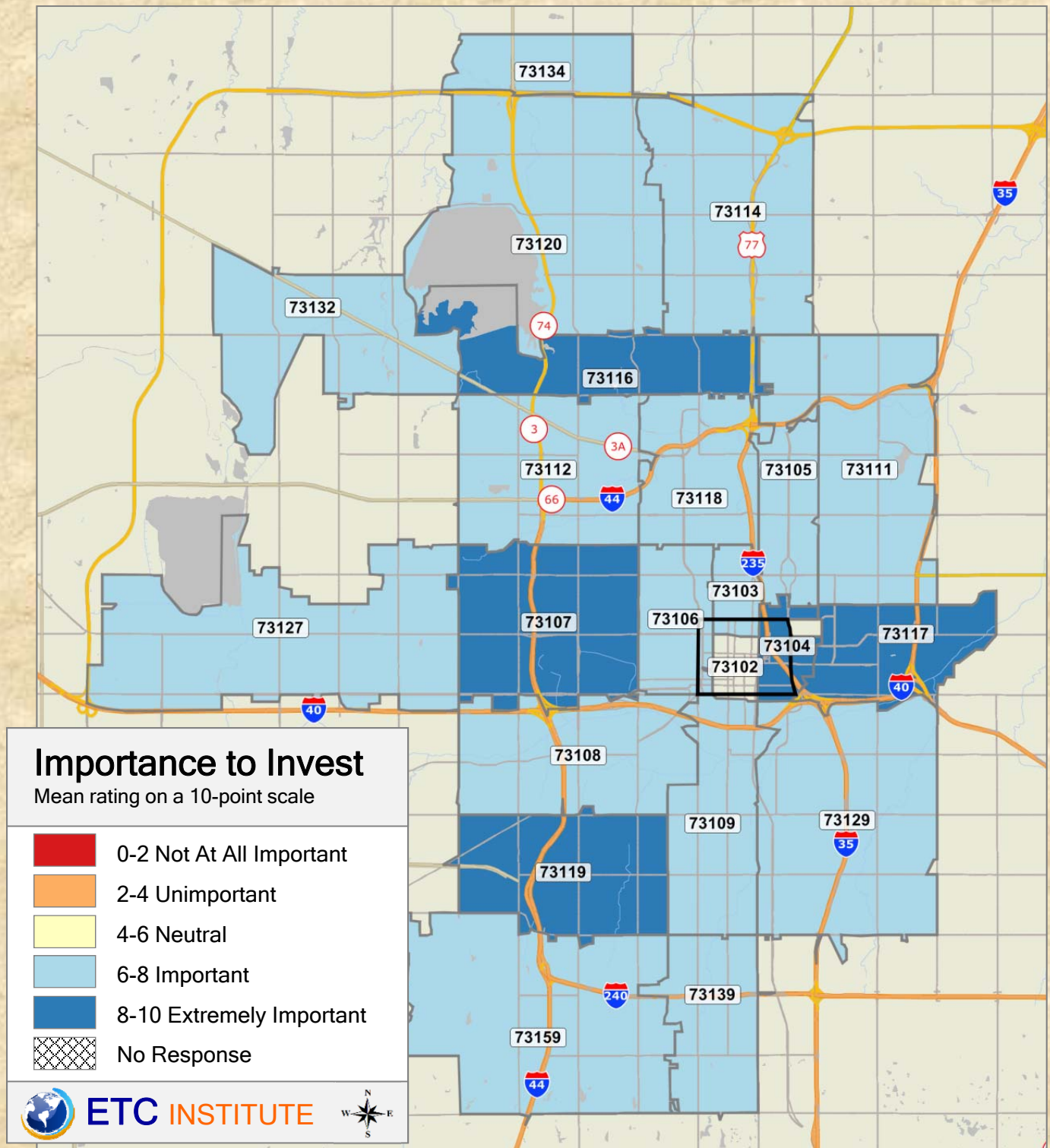
Q5.7 Respondent's Level of Agreement with the Following: Building and widening roads is the only solution to traffic congestion



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

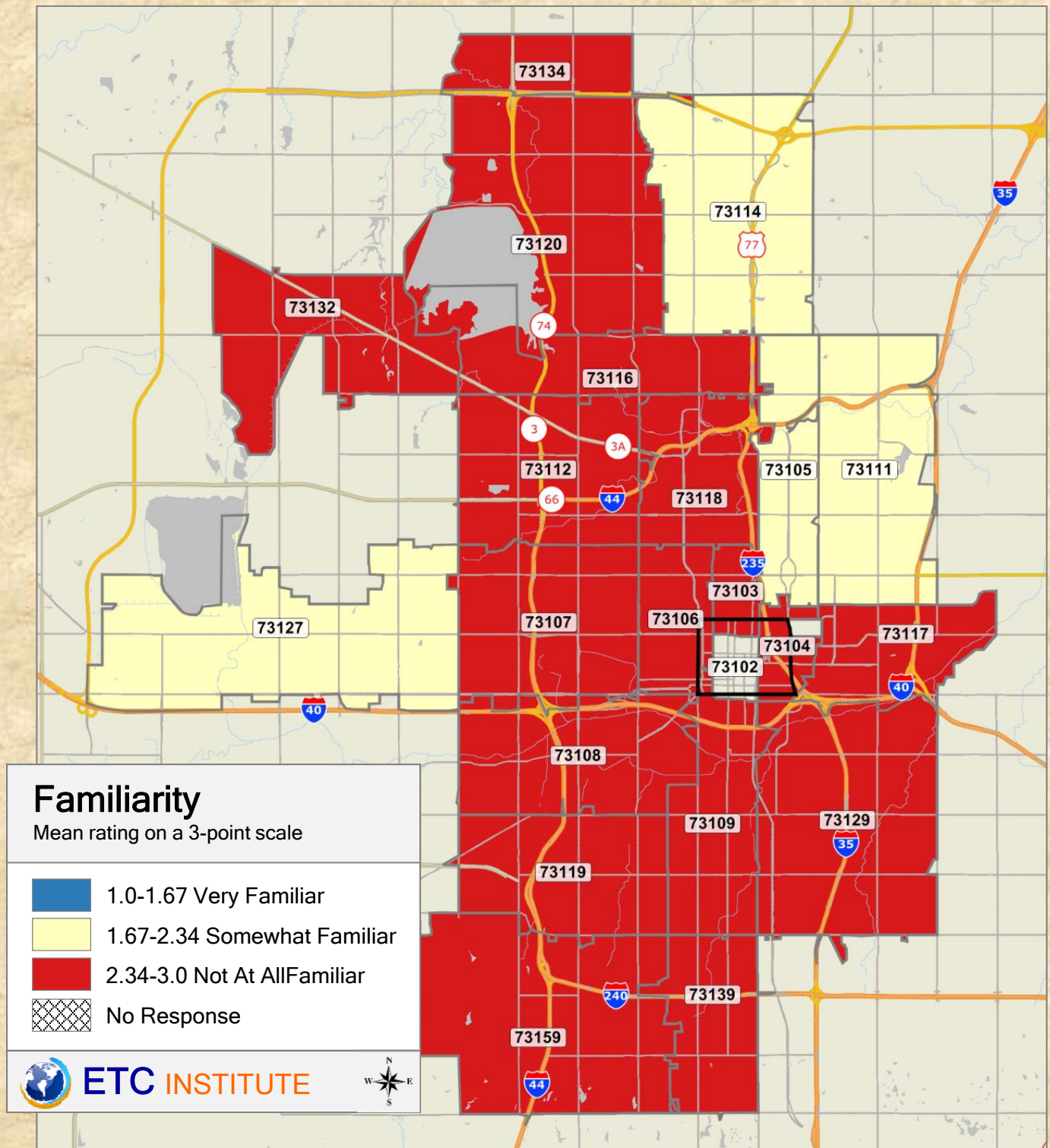
Q10. Respondent's Rating of Importance of How Important they feel Investment in Public Transit is for Oklahoma City's Long-Term Future



2015 OKC EMBARK Non-Rider Survey

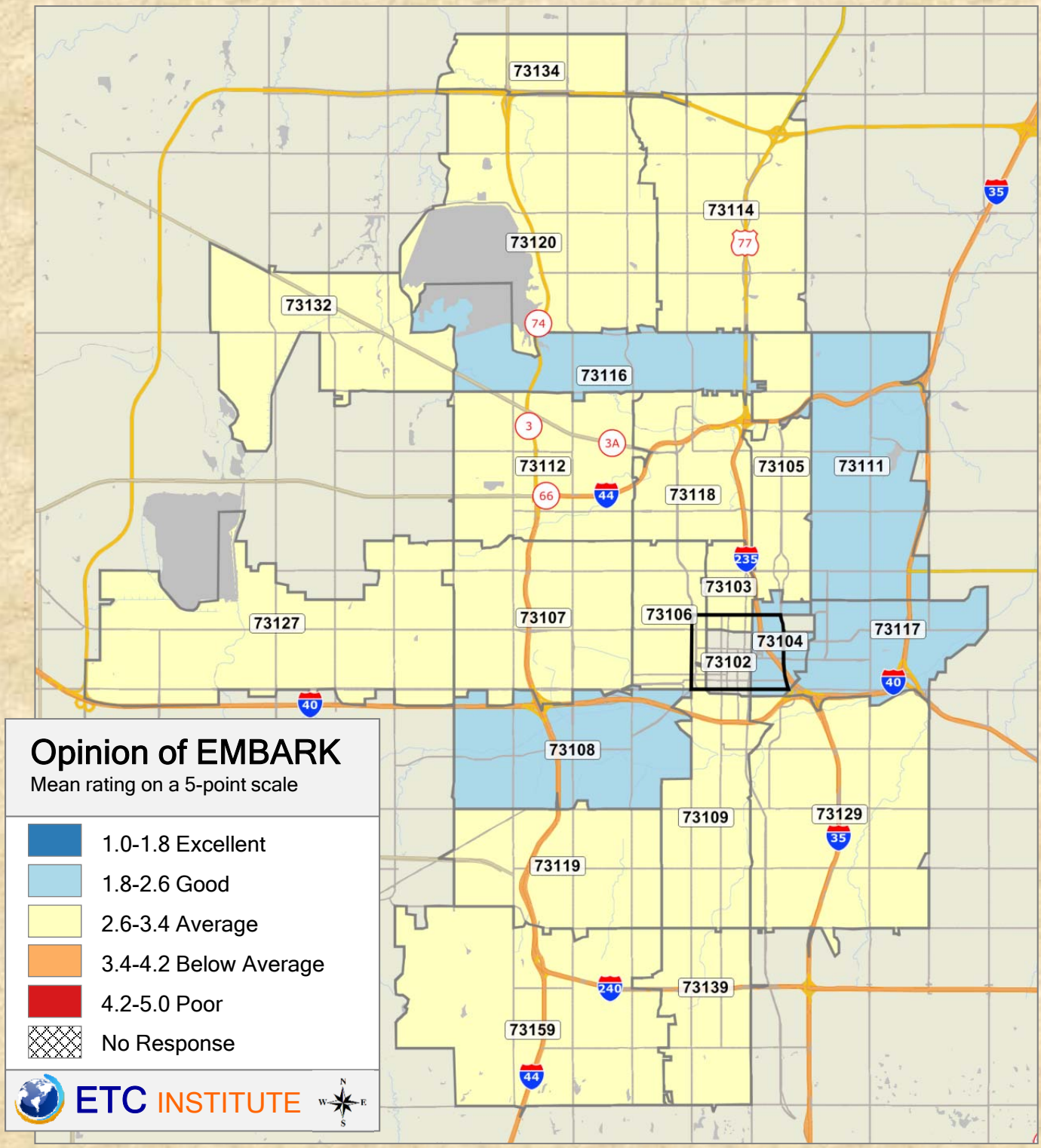
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q13. How Familiar Respondent is with EMBARK Services Near Their Home



2015 OKC EMBARK Non-Rider Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

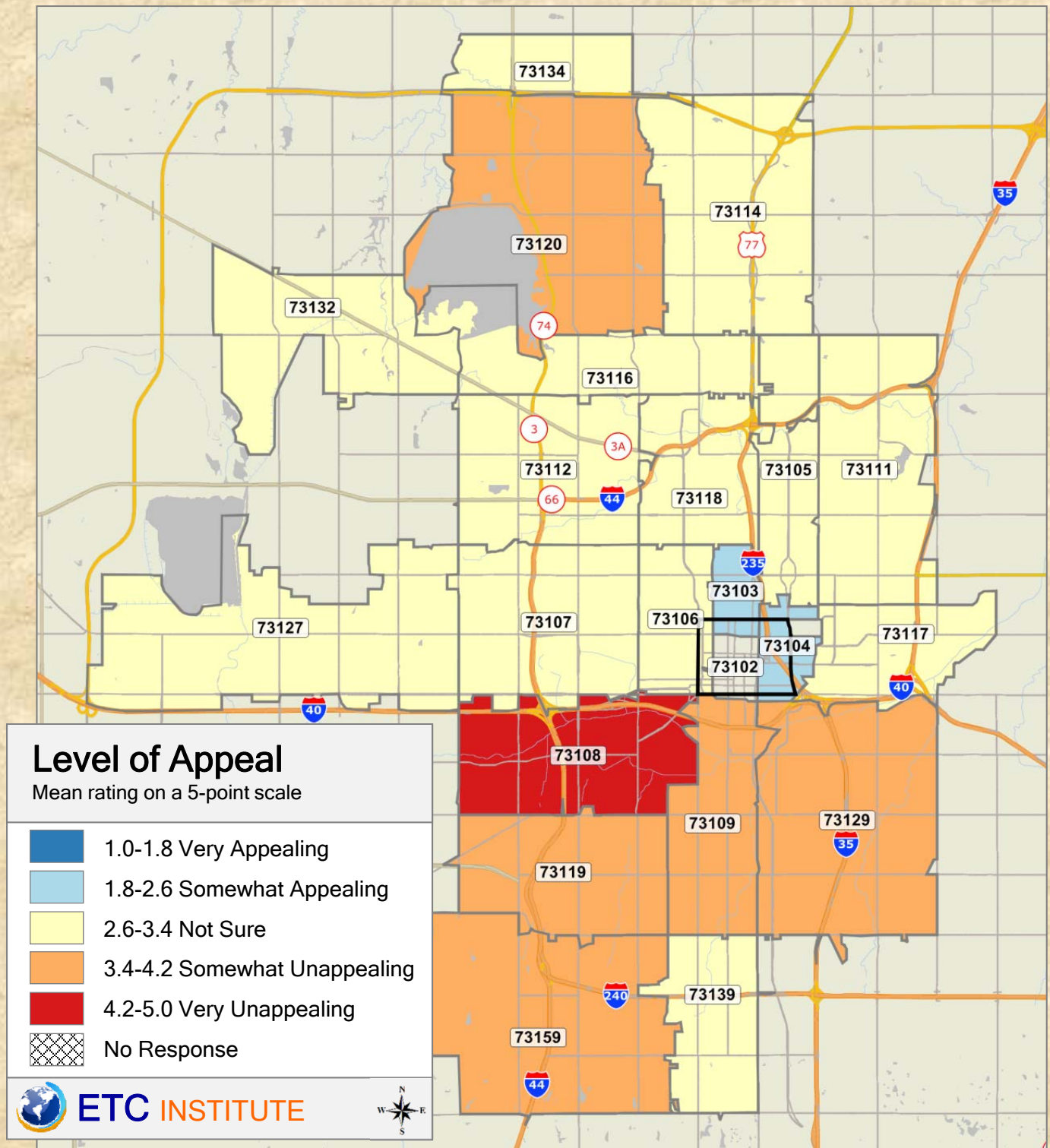
Q14. Respondent's Overall Opinion of EMBARK Service



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q24. How Appealing to Respondent is the Idea of Taking Public Transit to Work (or School) at Some Time in the Future

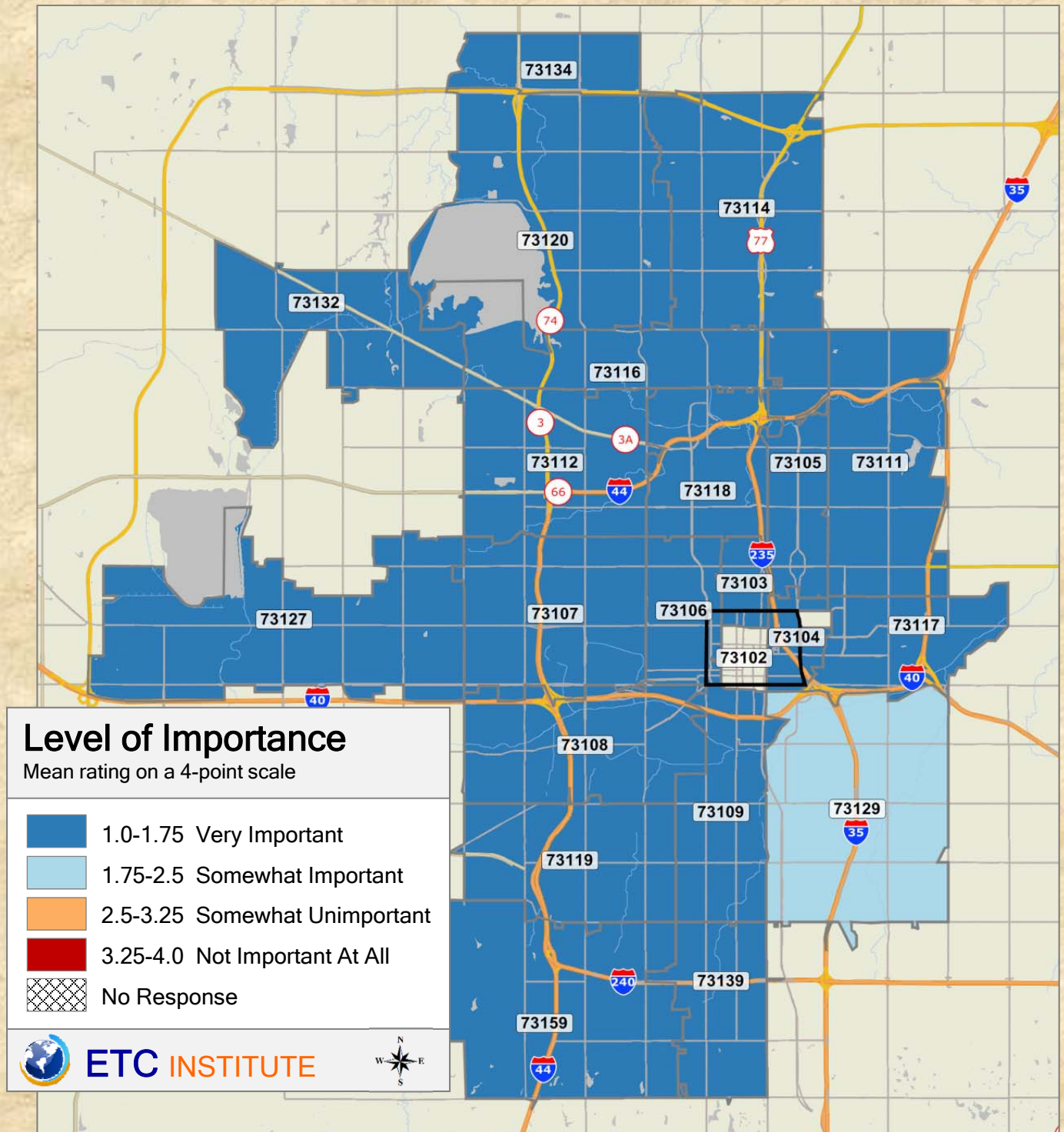


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.1 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: On time performance

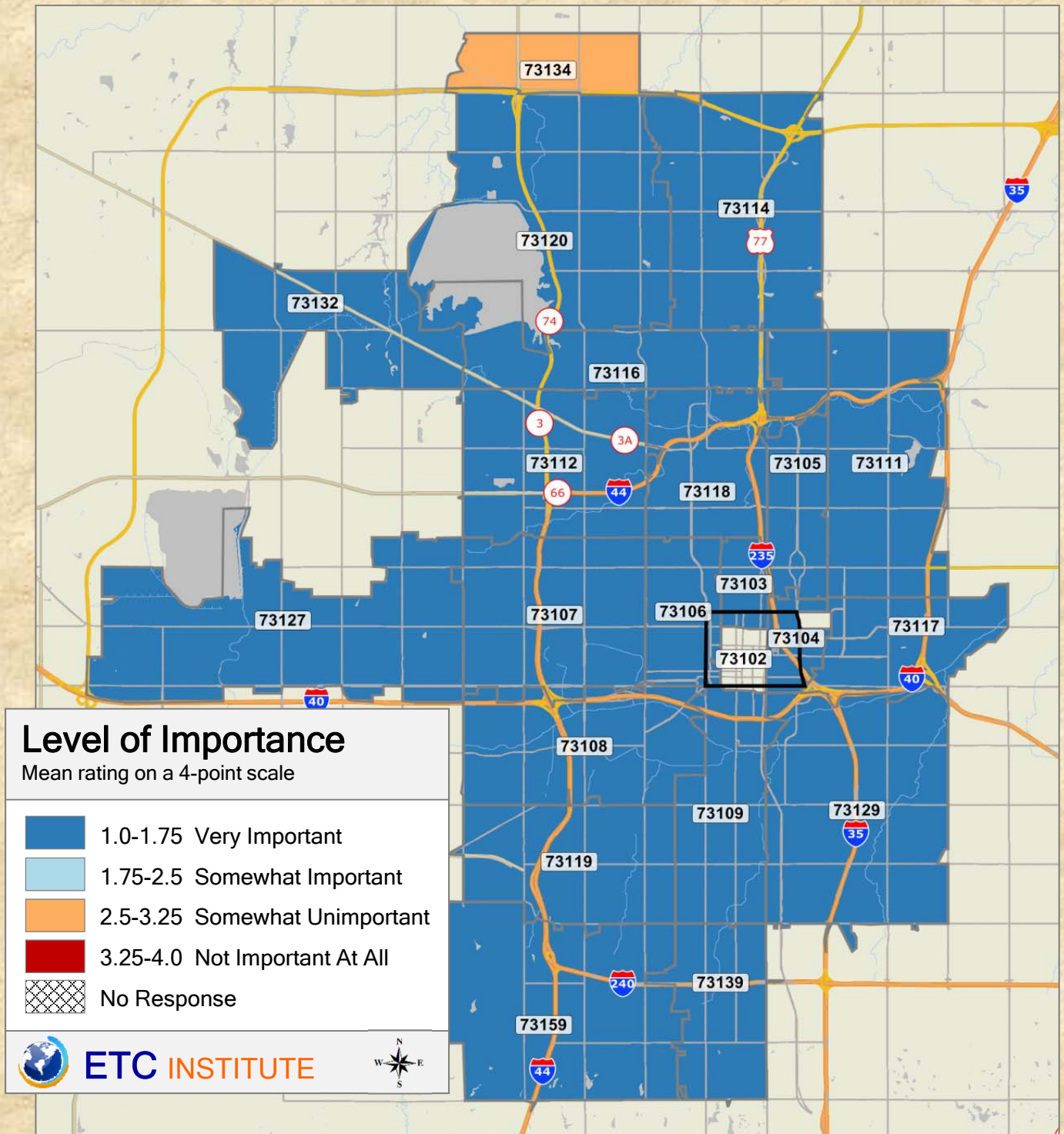


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.2 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Availability of information about riding

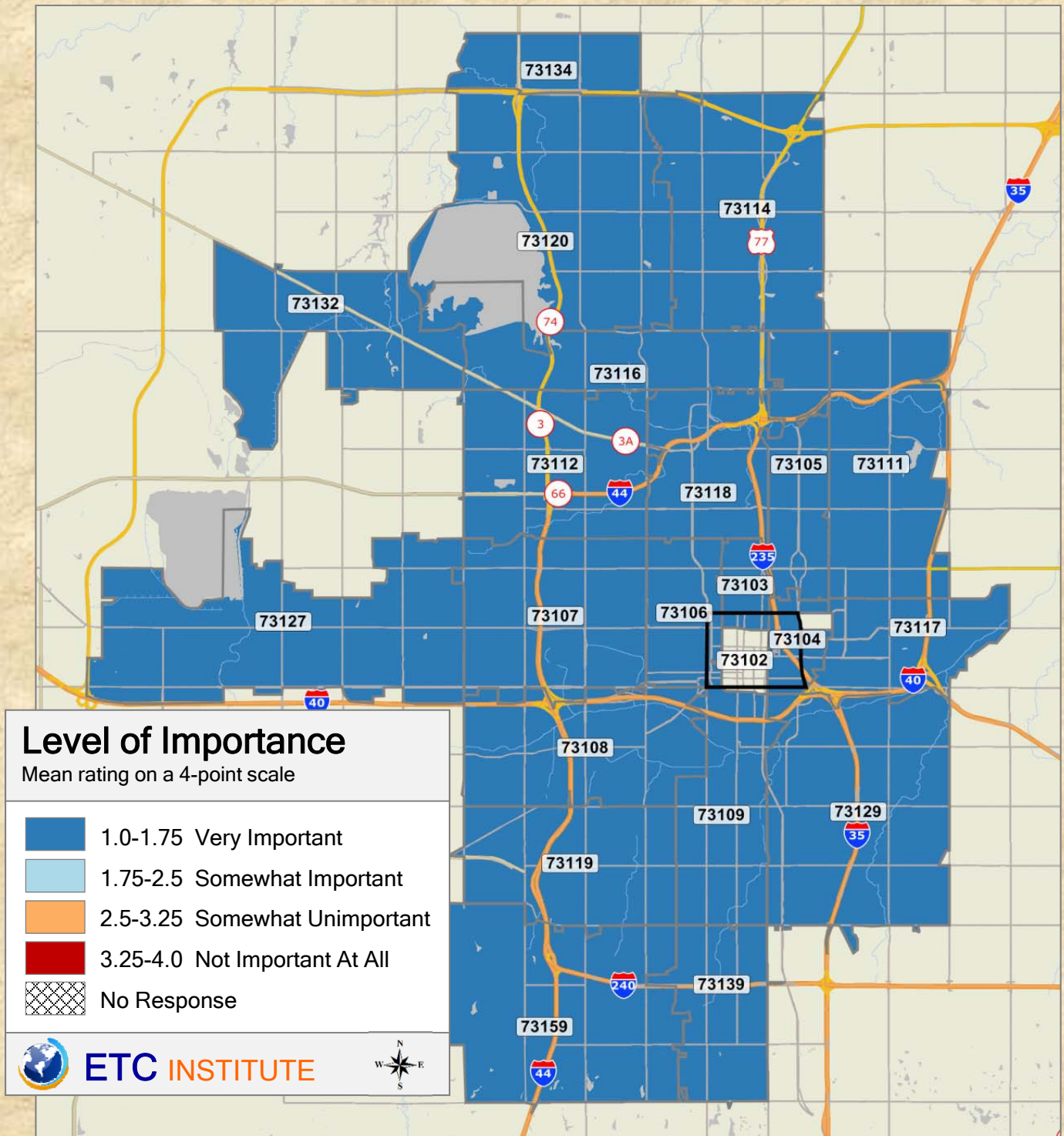


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.3 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Frequency of service

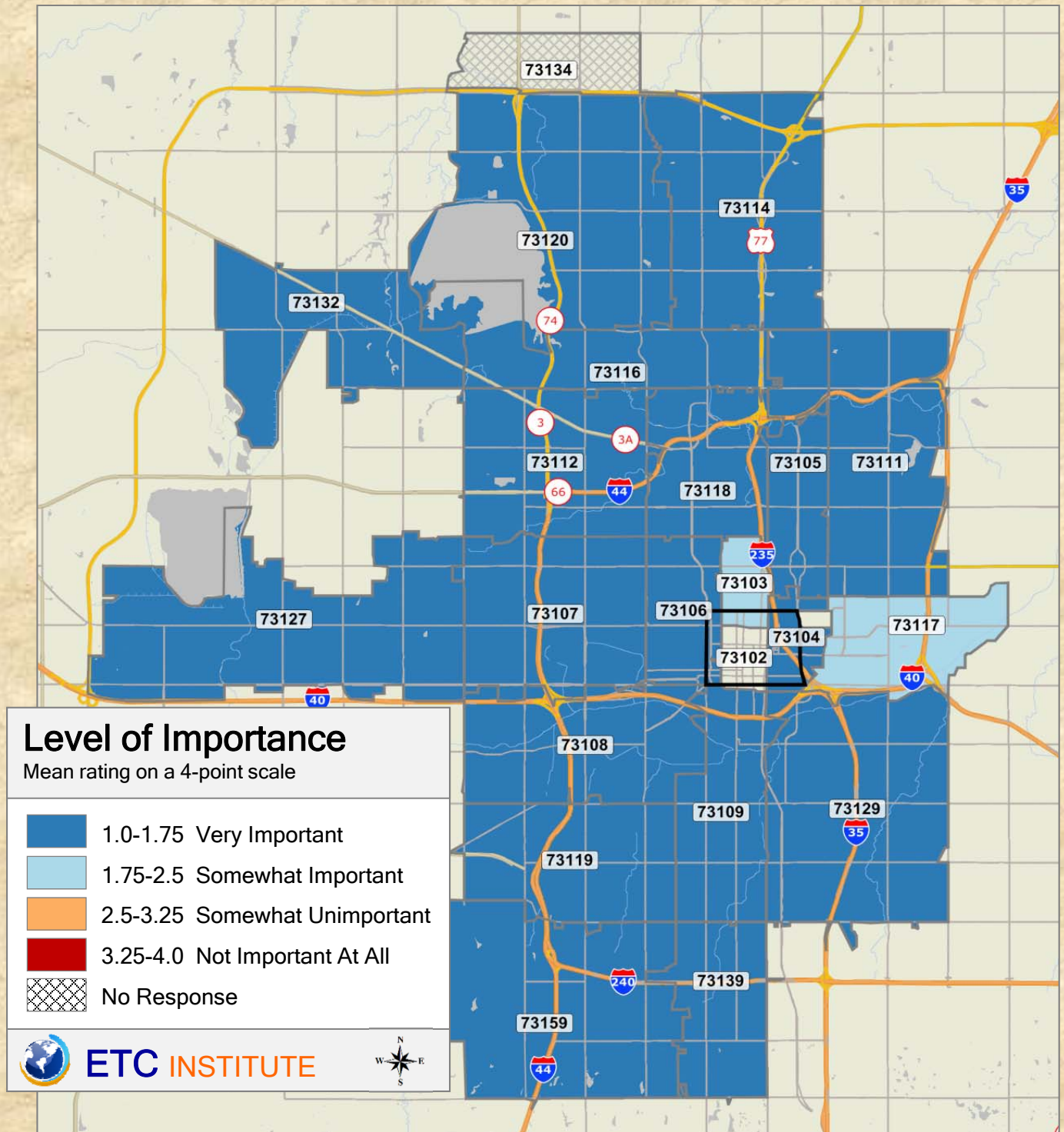


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.4 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Time it takes to make a trip by bus

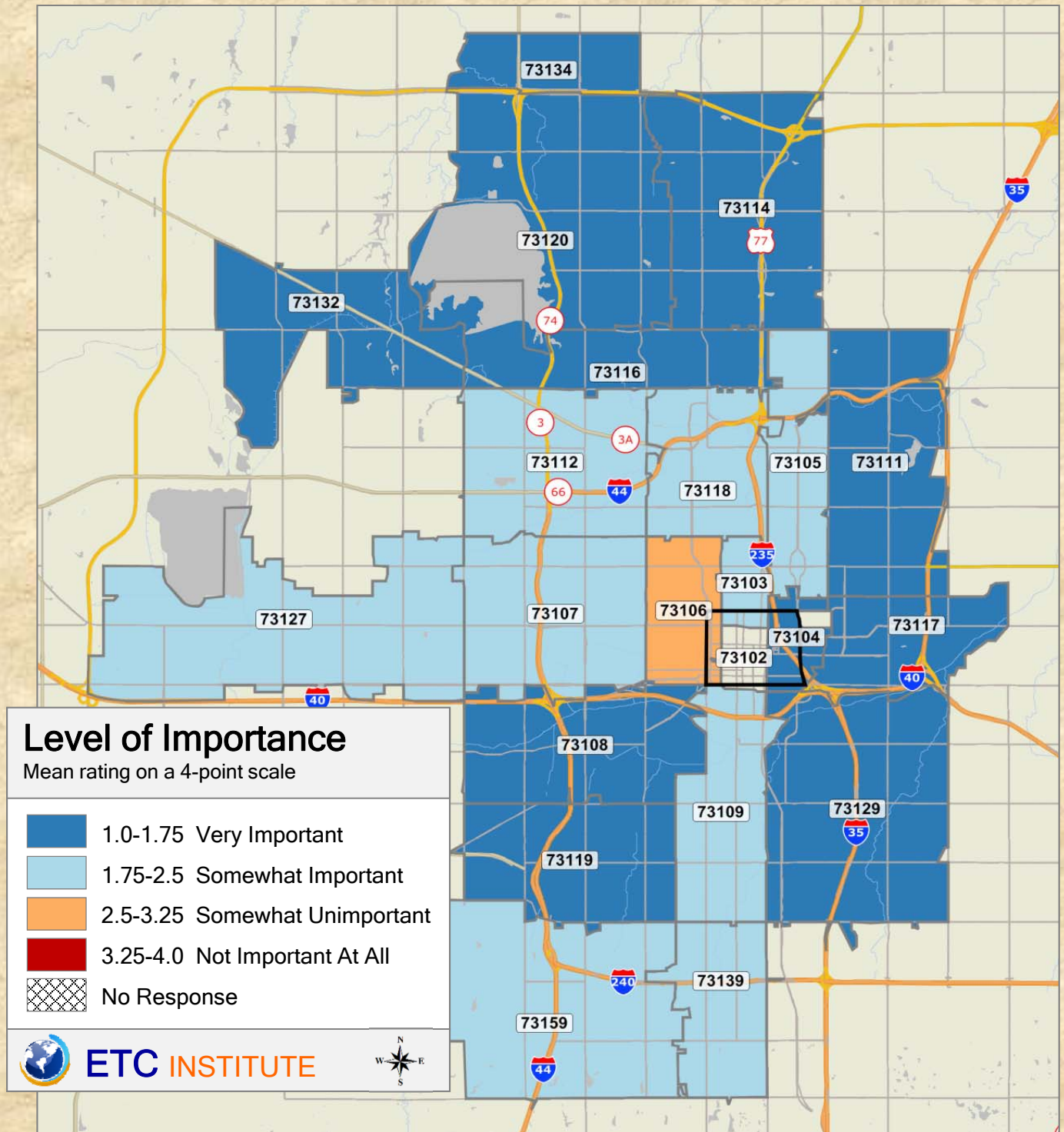


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.5 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Cost of riding

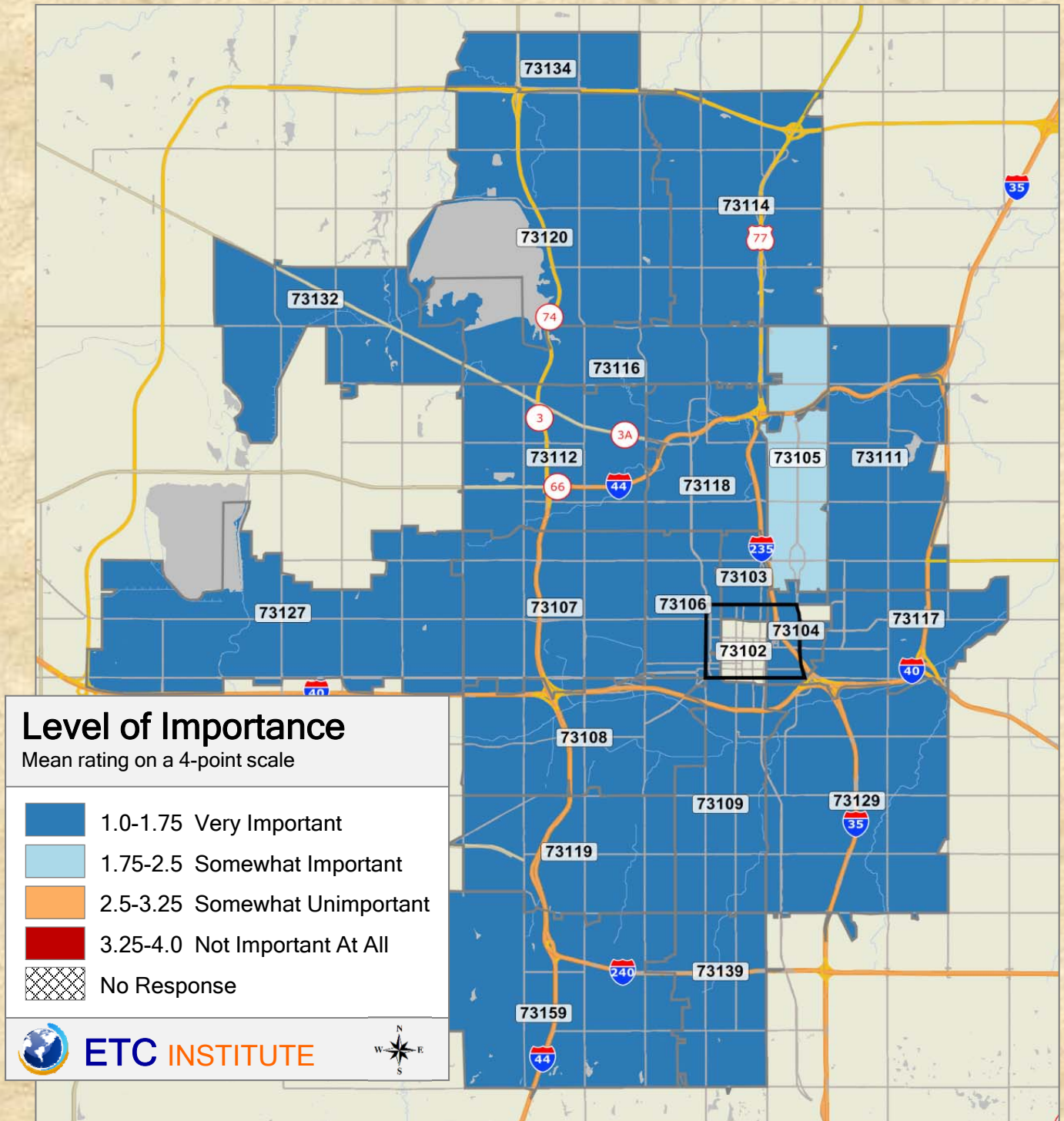


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.6 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Directness of the route

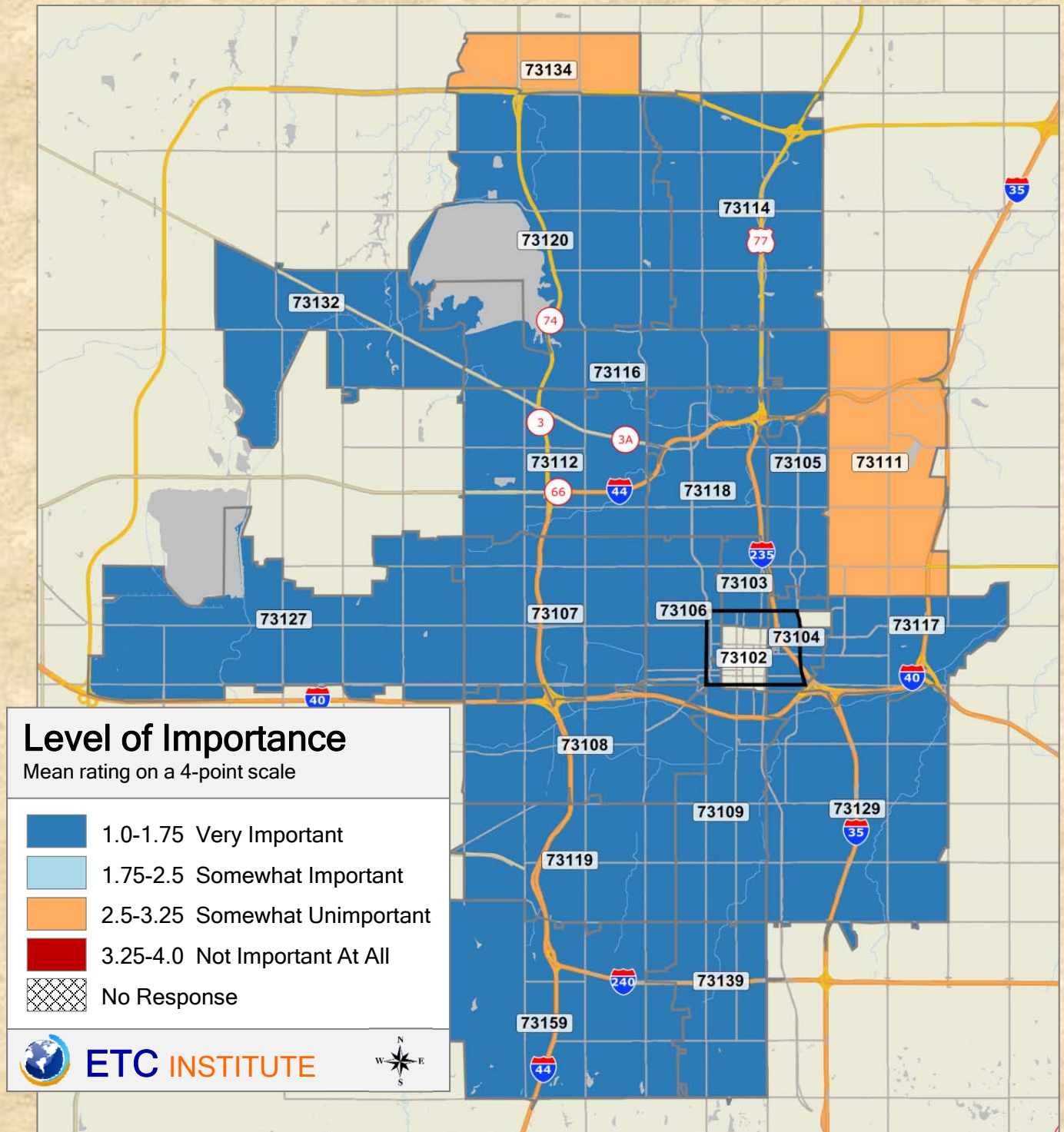


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.7 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Comfort and cleanliness of the bus interior

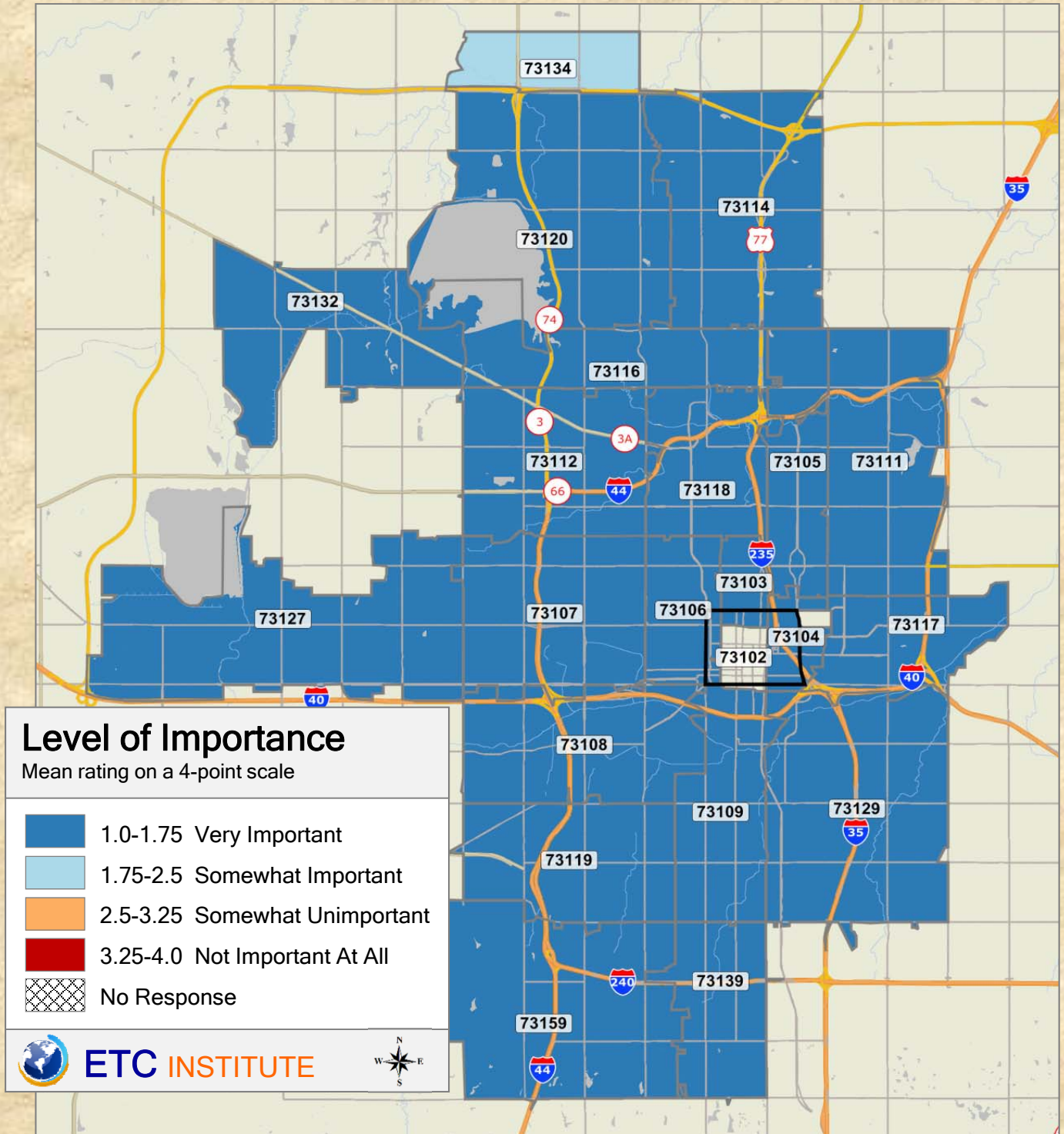


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.8 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Having protection from the weather at the stop

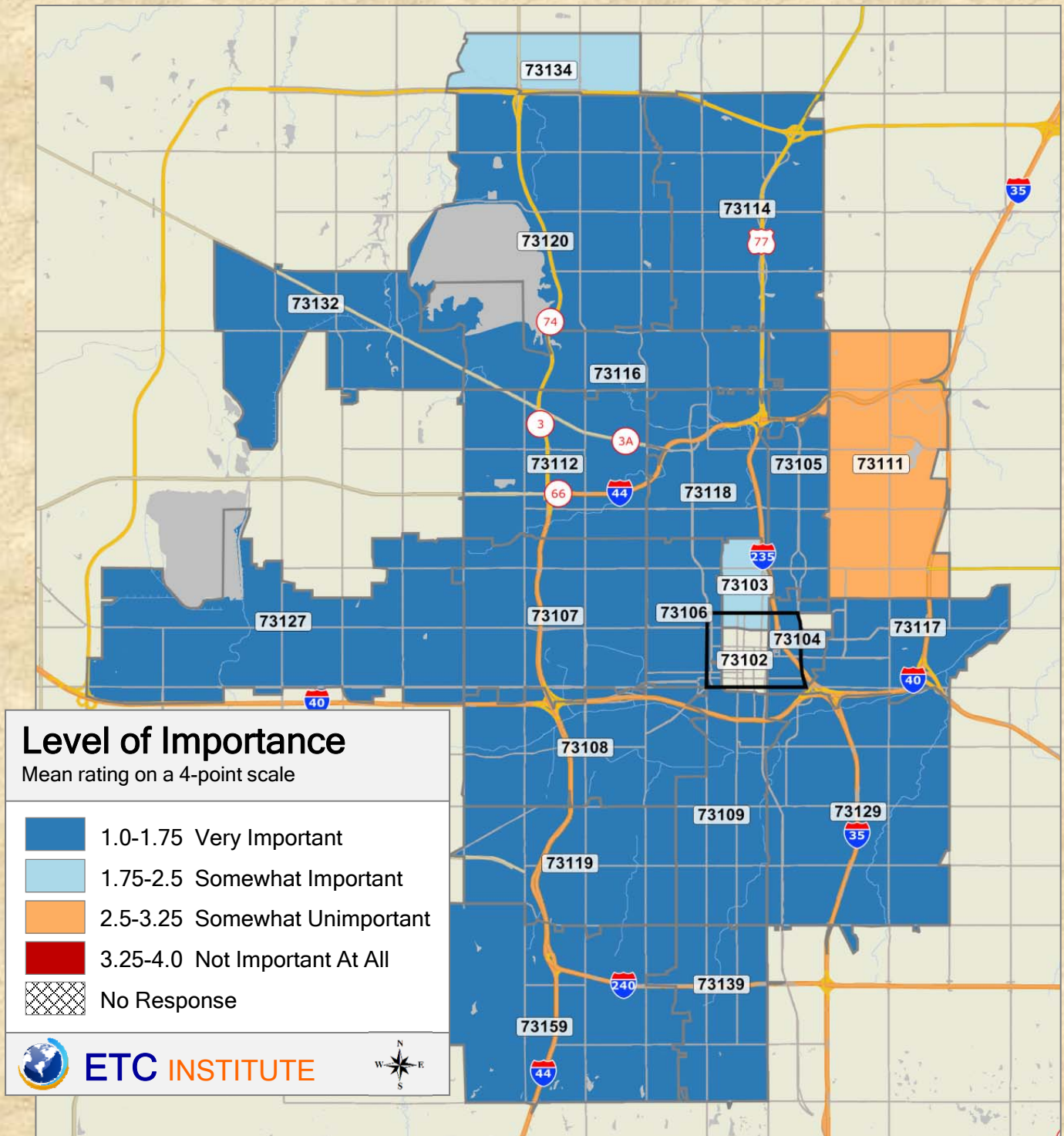


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.9 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Having to transfer to reach my destination

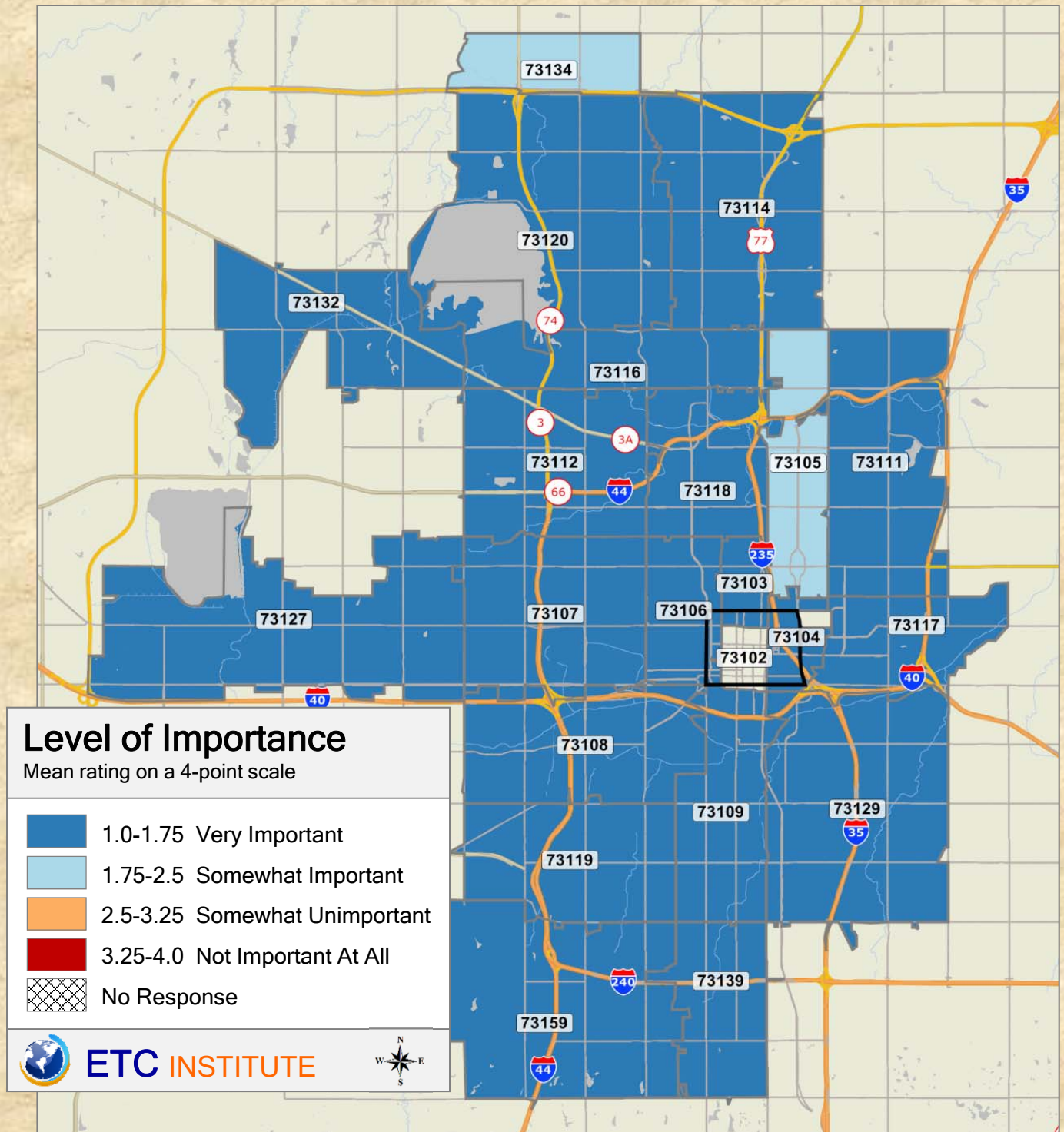


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.10 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Safety while waiting or riding

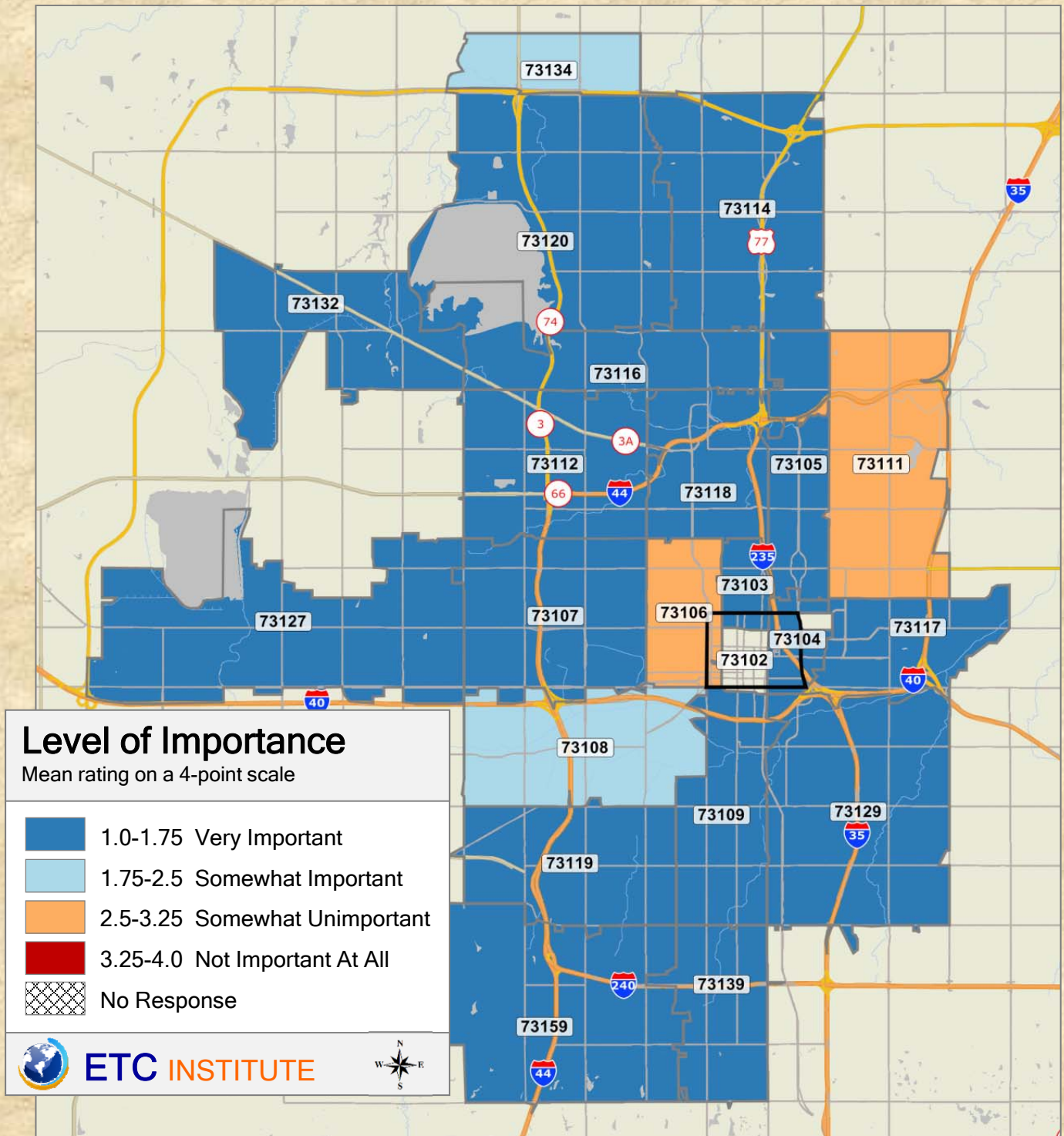


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.11 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Real-time bus information

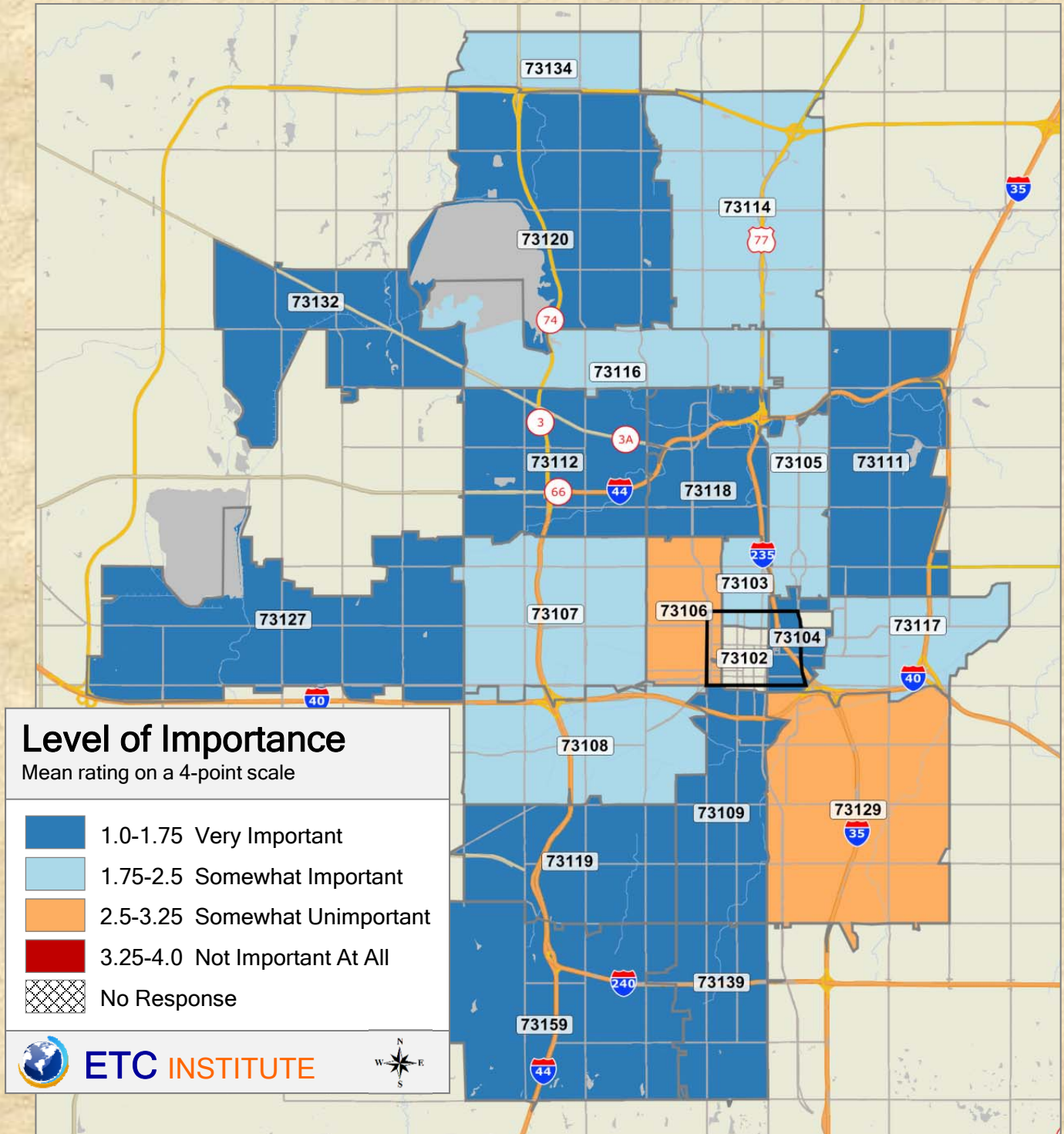


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.12 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Online trip planning tools Text Alerts for Service info

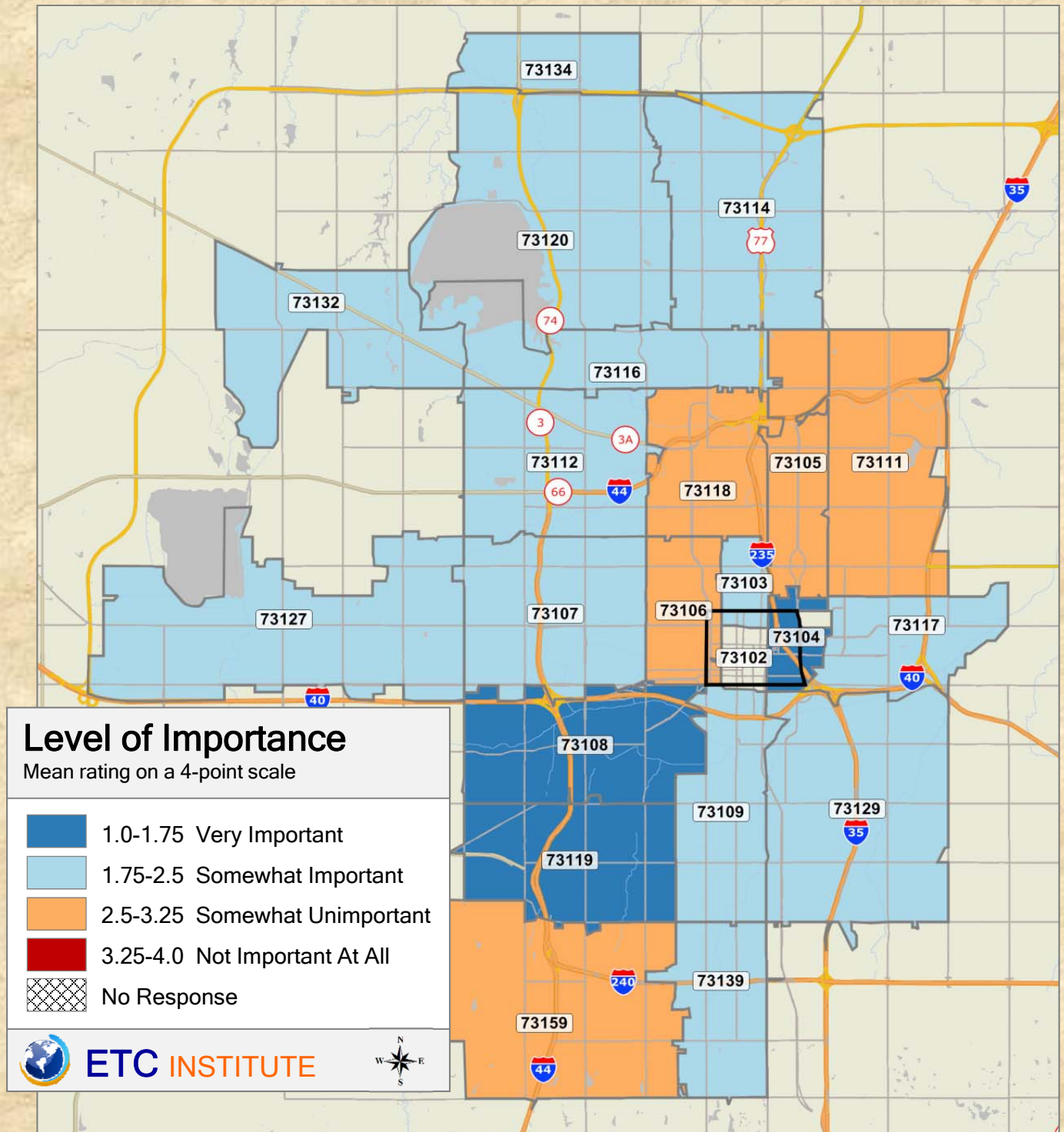


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q26.13 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus to Work or School: Free WiFi on bus

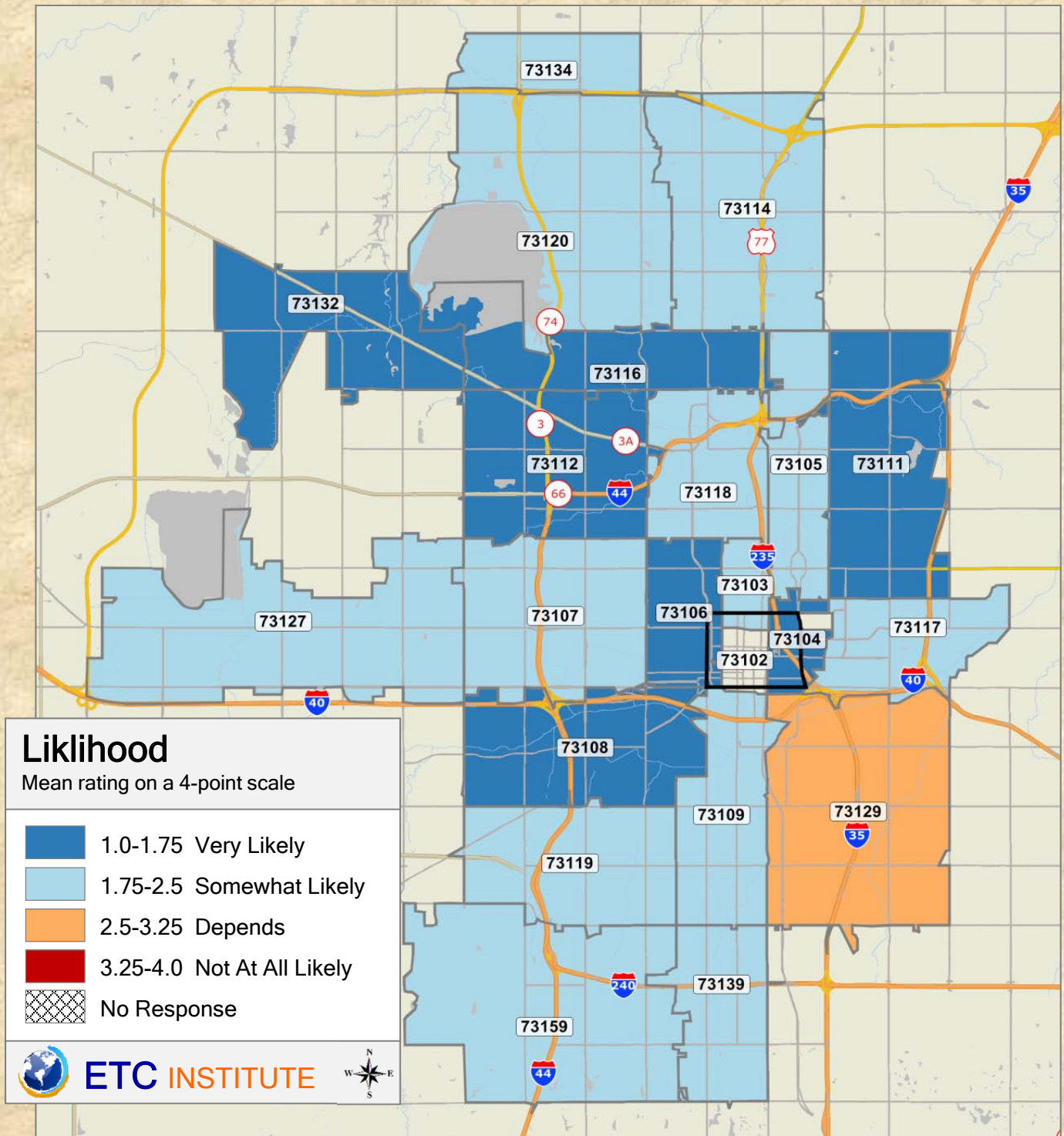


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q27. How Likely Respondent Would be to Find Out More About Service and Begin Riding if Improvements Were Made to Those Items They Rated “Very Important” (or “Somewhat Important”)

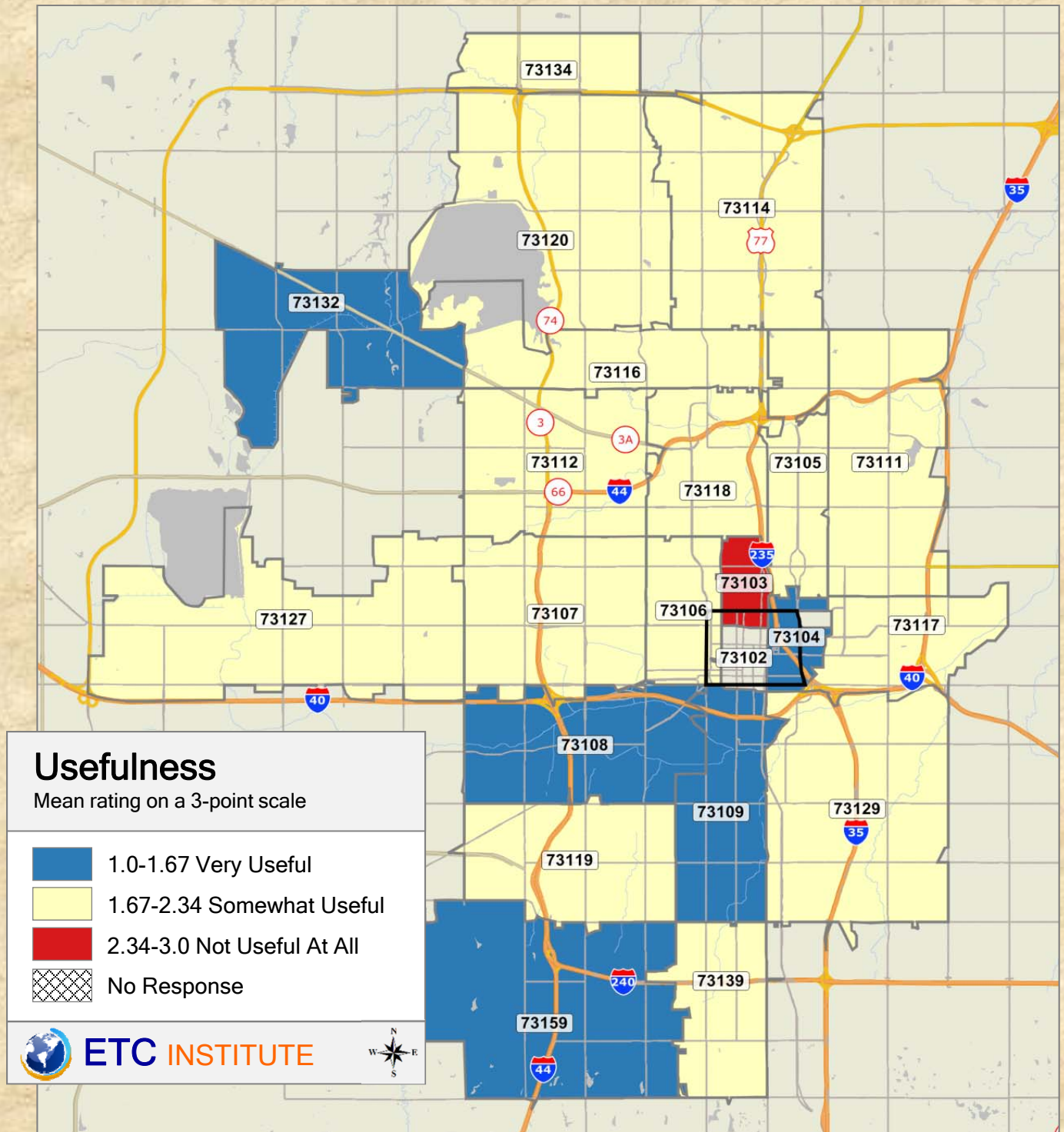


(by percentage of the respondents who answered “Work” or “School” to Q17 and “No” to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.1 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: You received personalized travel planning assistance

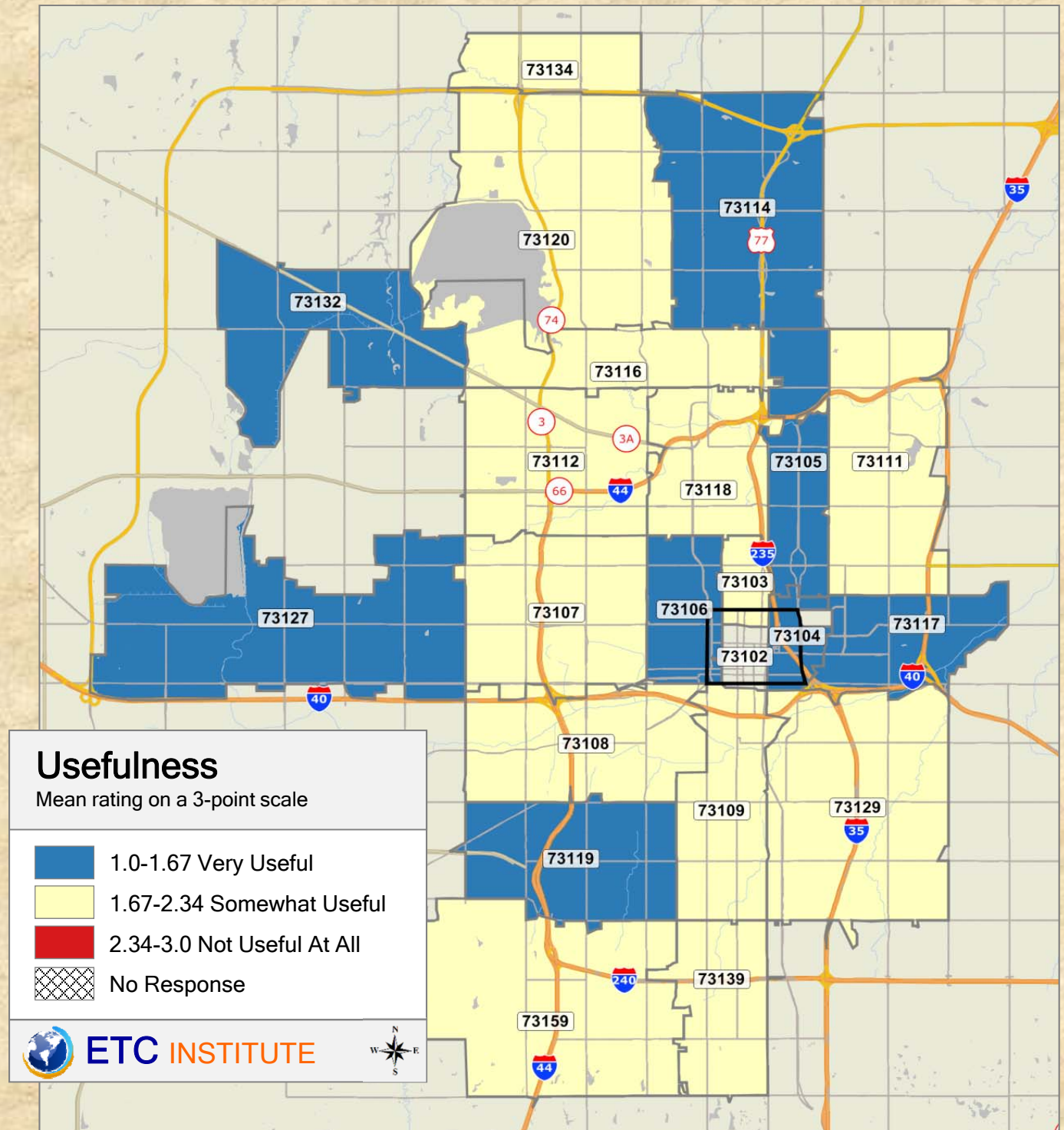


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

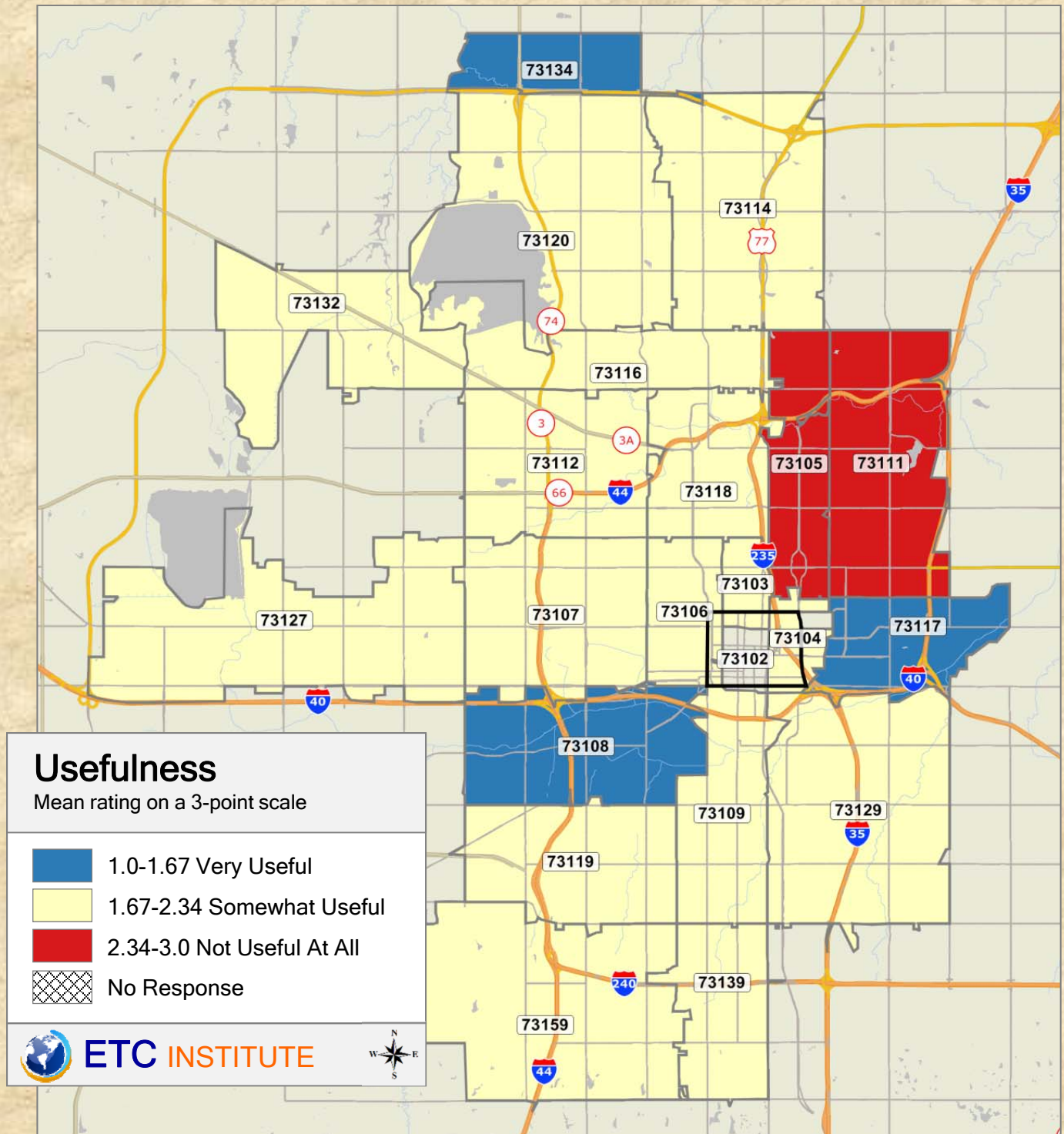
Q28.2 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: Your first month was free



2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.3 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: You received coupons for a free dinner at a local restaurant

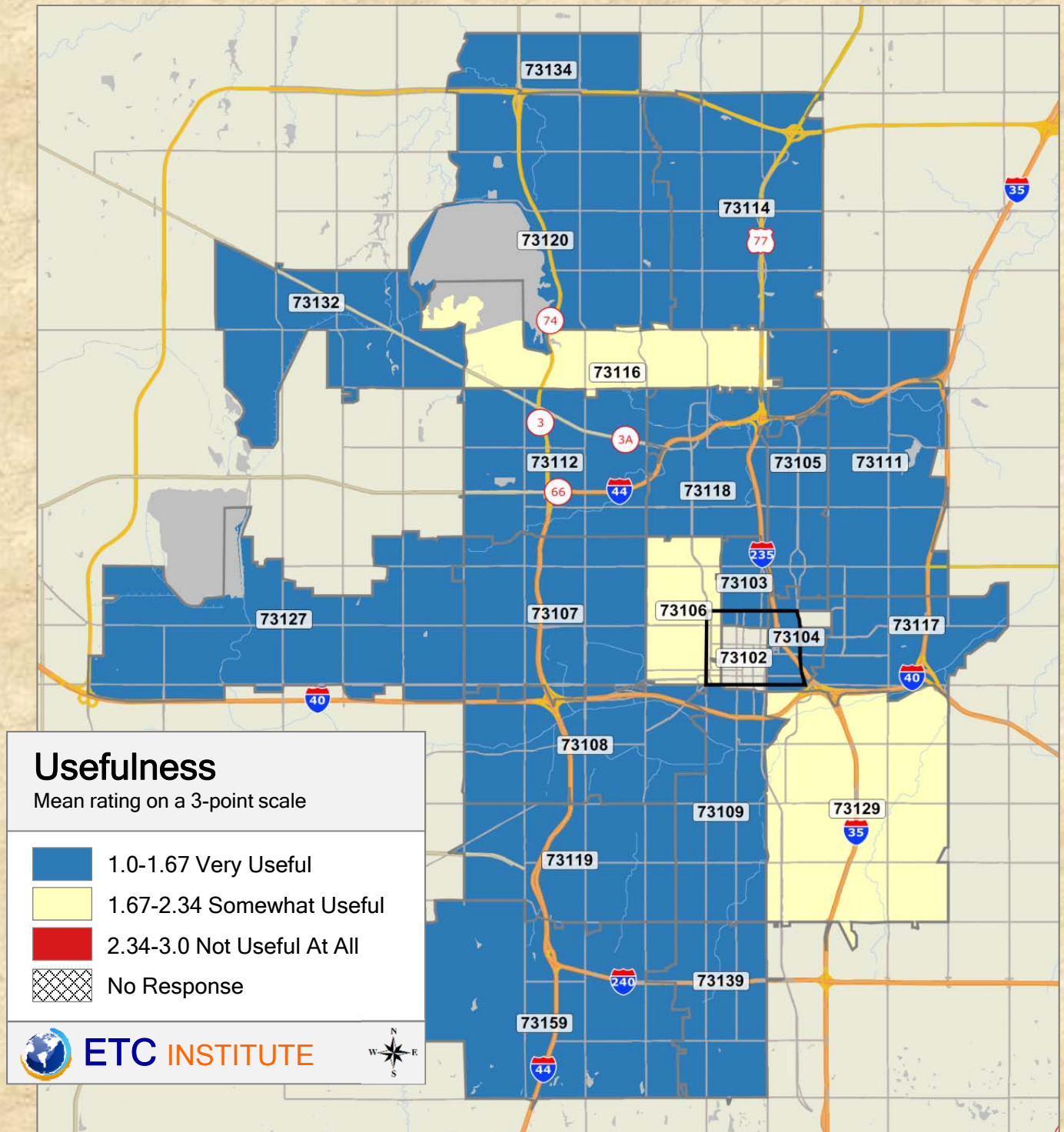


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.4 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: You were able to get a free taxi ride home in case of an emergency

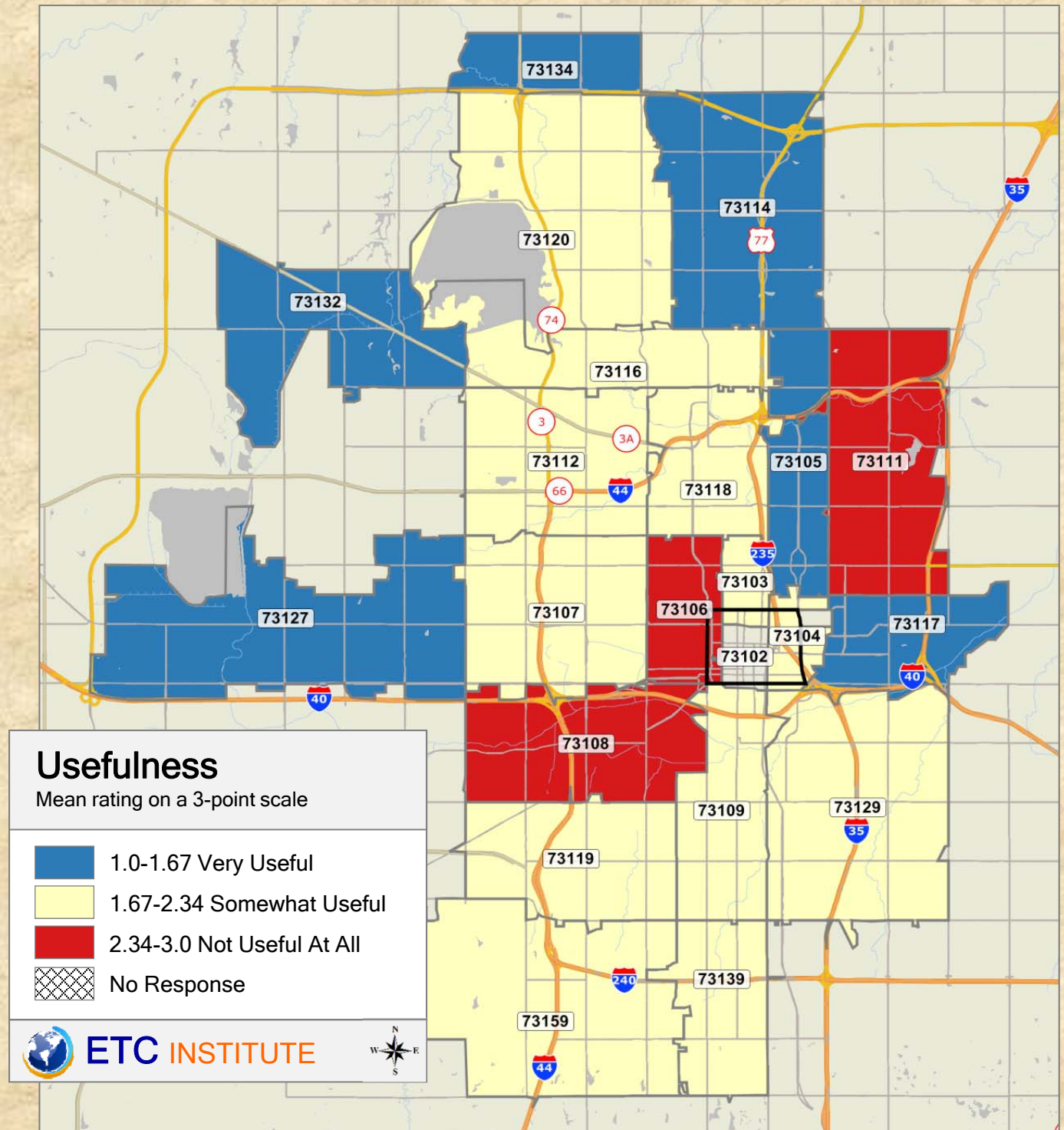


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.5 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: You employer helped pay your bus fare

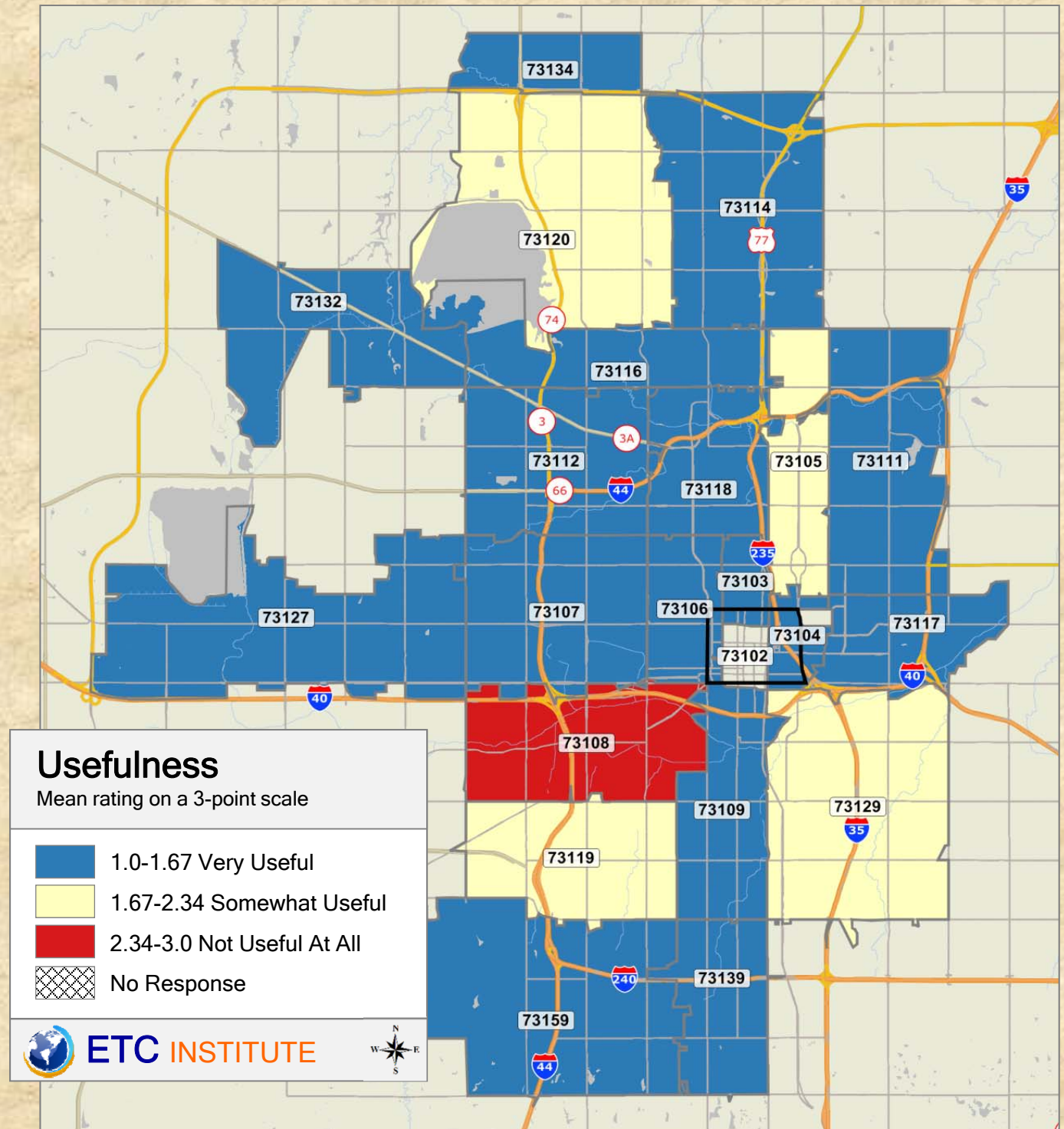


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.6 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: Ability to pay for fare from a mobile app or use credit card

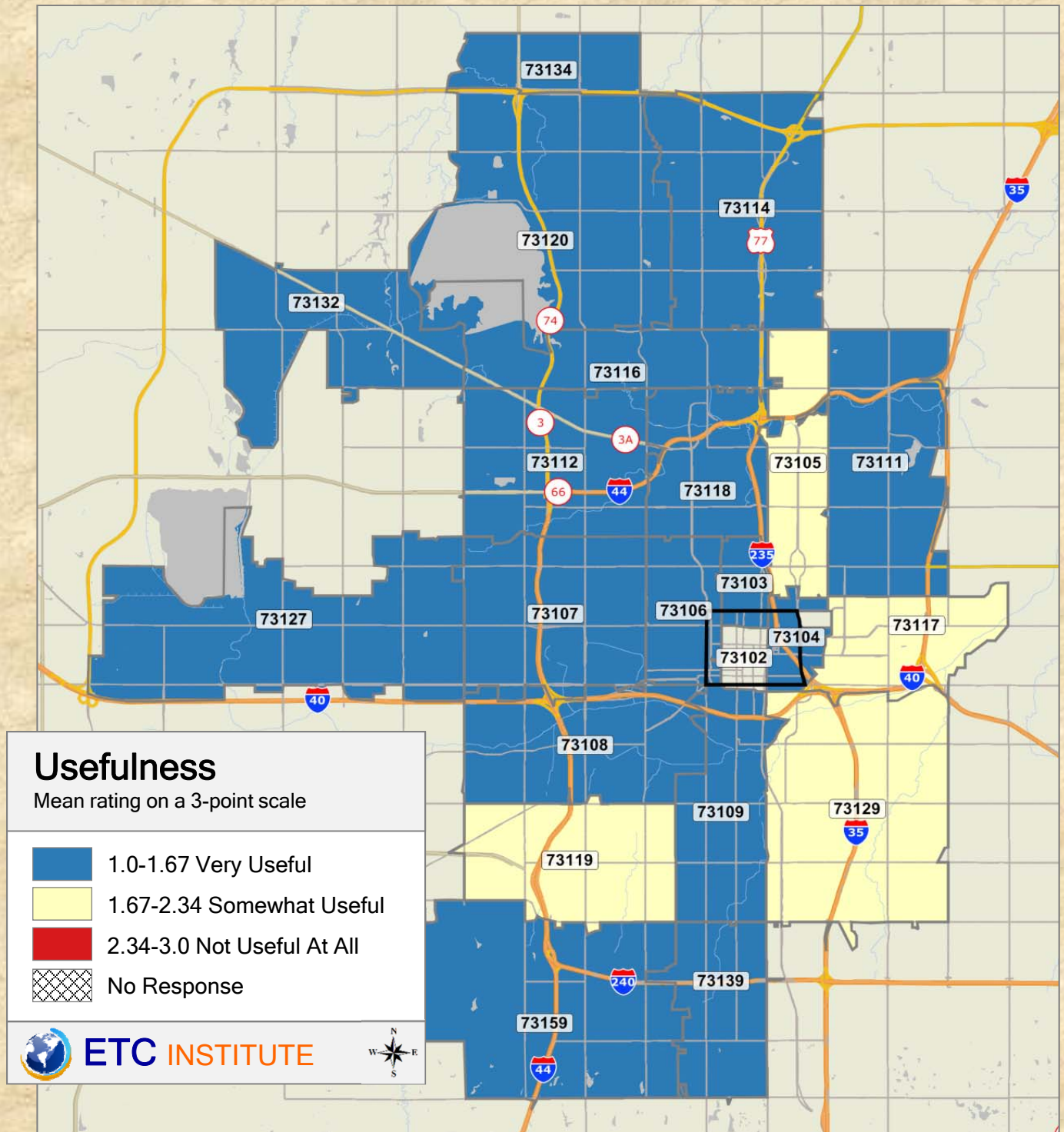


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.7 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: Mobile apps for trip planning and bus location

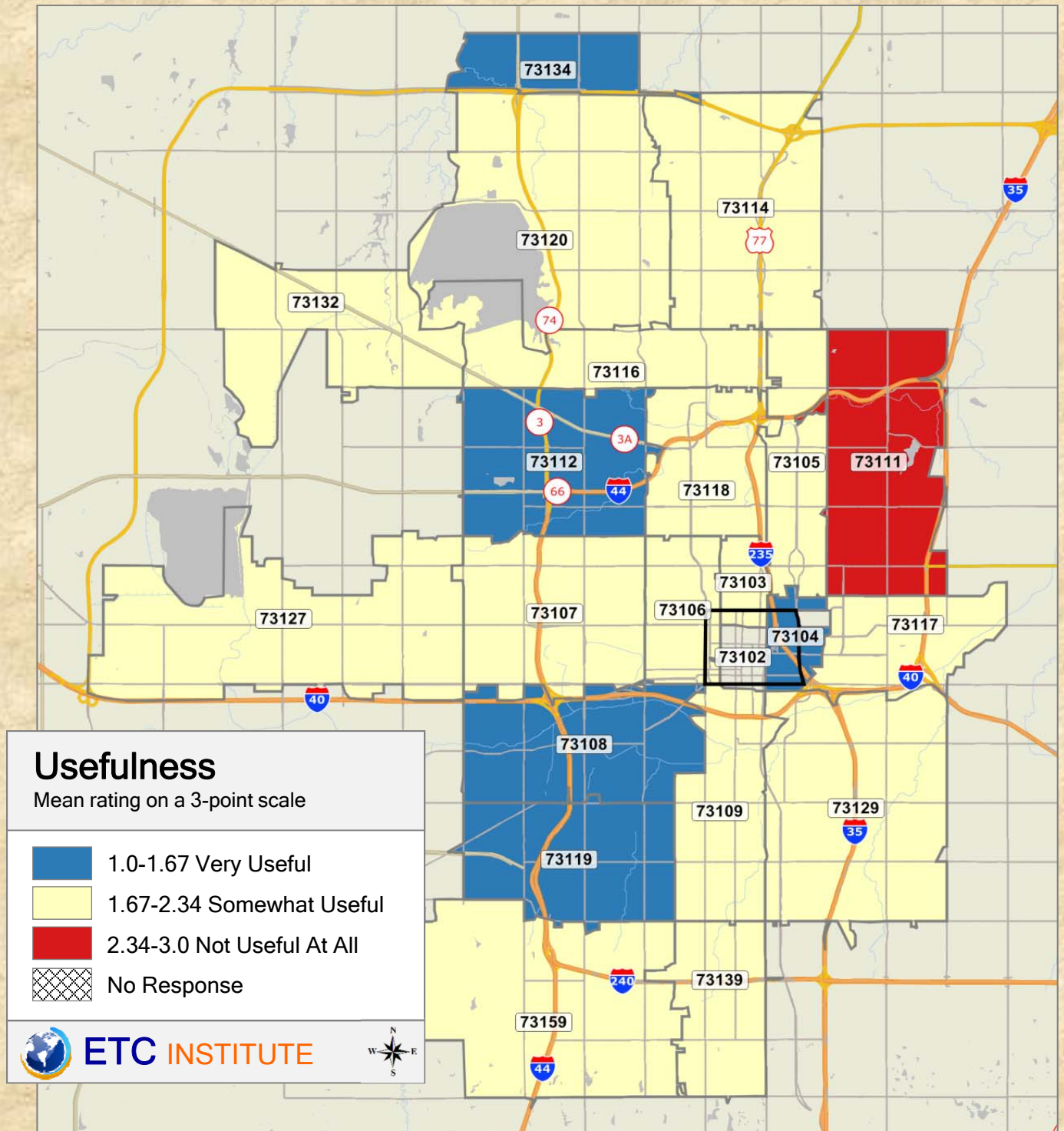


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q28.8 How Useful the Respondent Believes the Following Incentive Being Considered to Motivate People to Begin Taking the Bus is: Free WiFi on buses

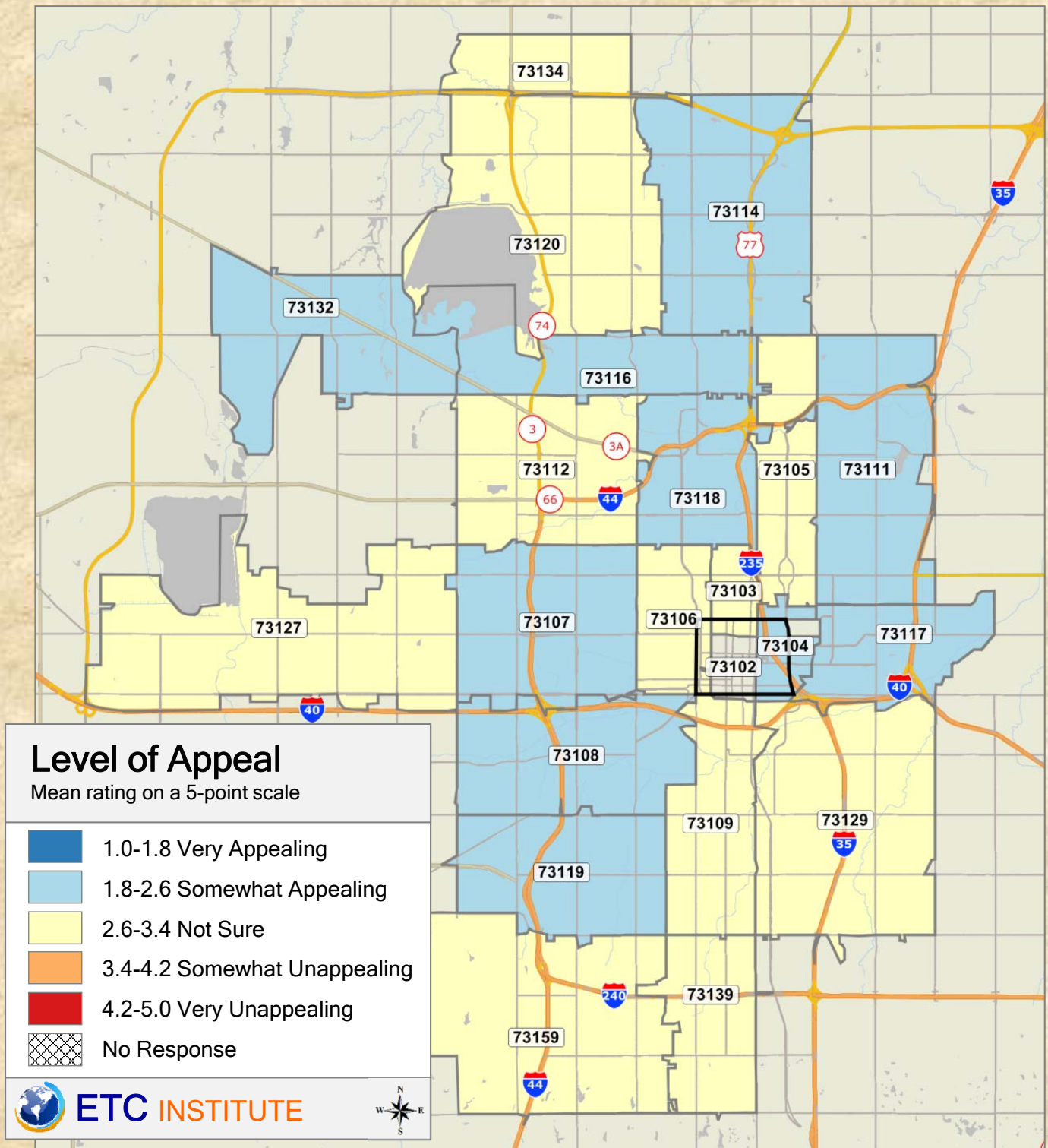


(by percentage of the respondents who answered "Work" or "School" to Q17 and "No" to Q18)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q29 How Appealing to Respondent is the Idea of Riding EMBARK for a Trip at Some Time in the Future

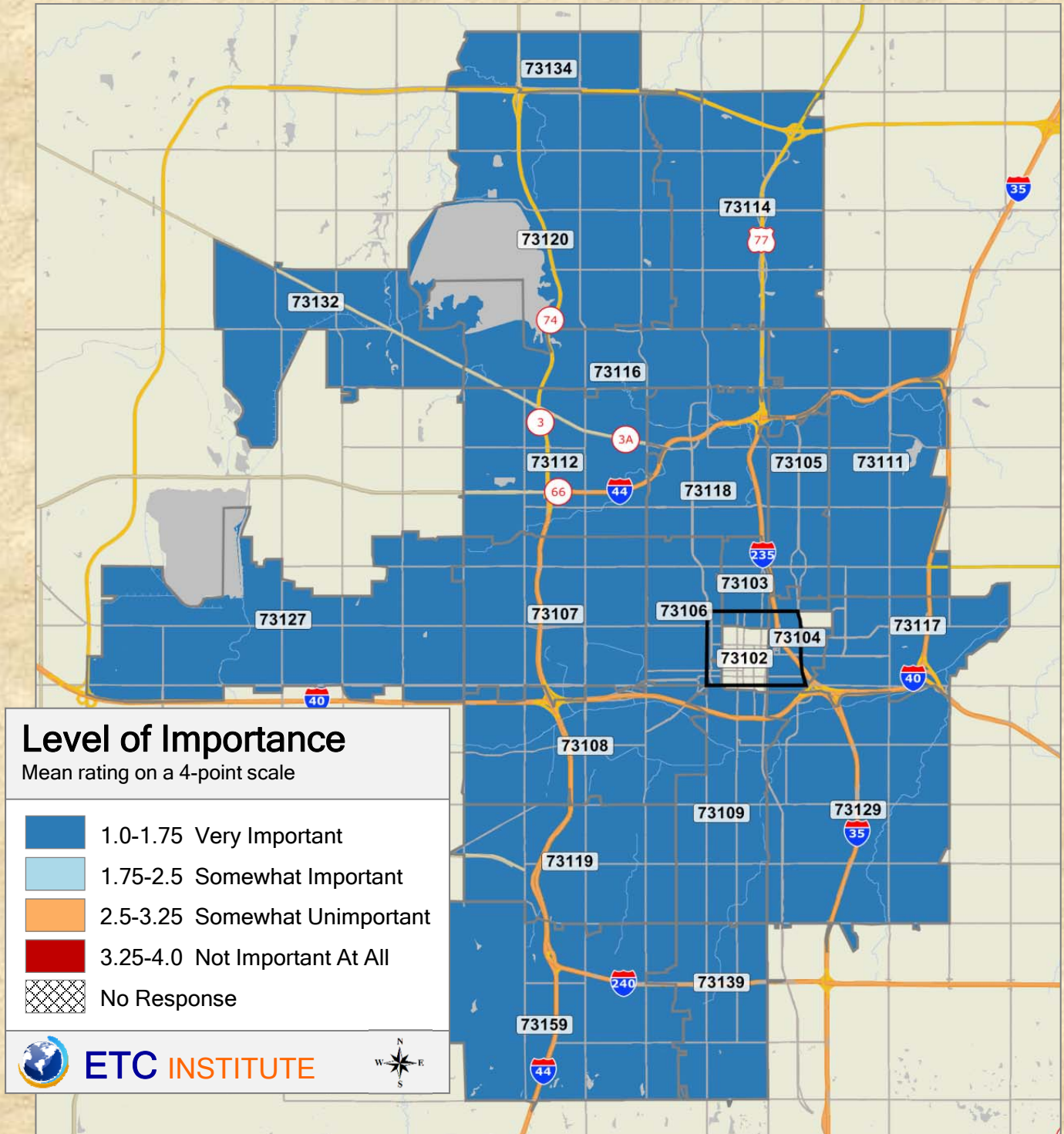


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.1 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: On time performance

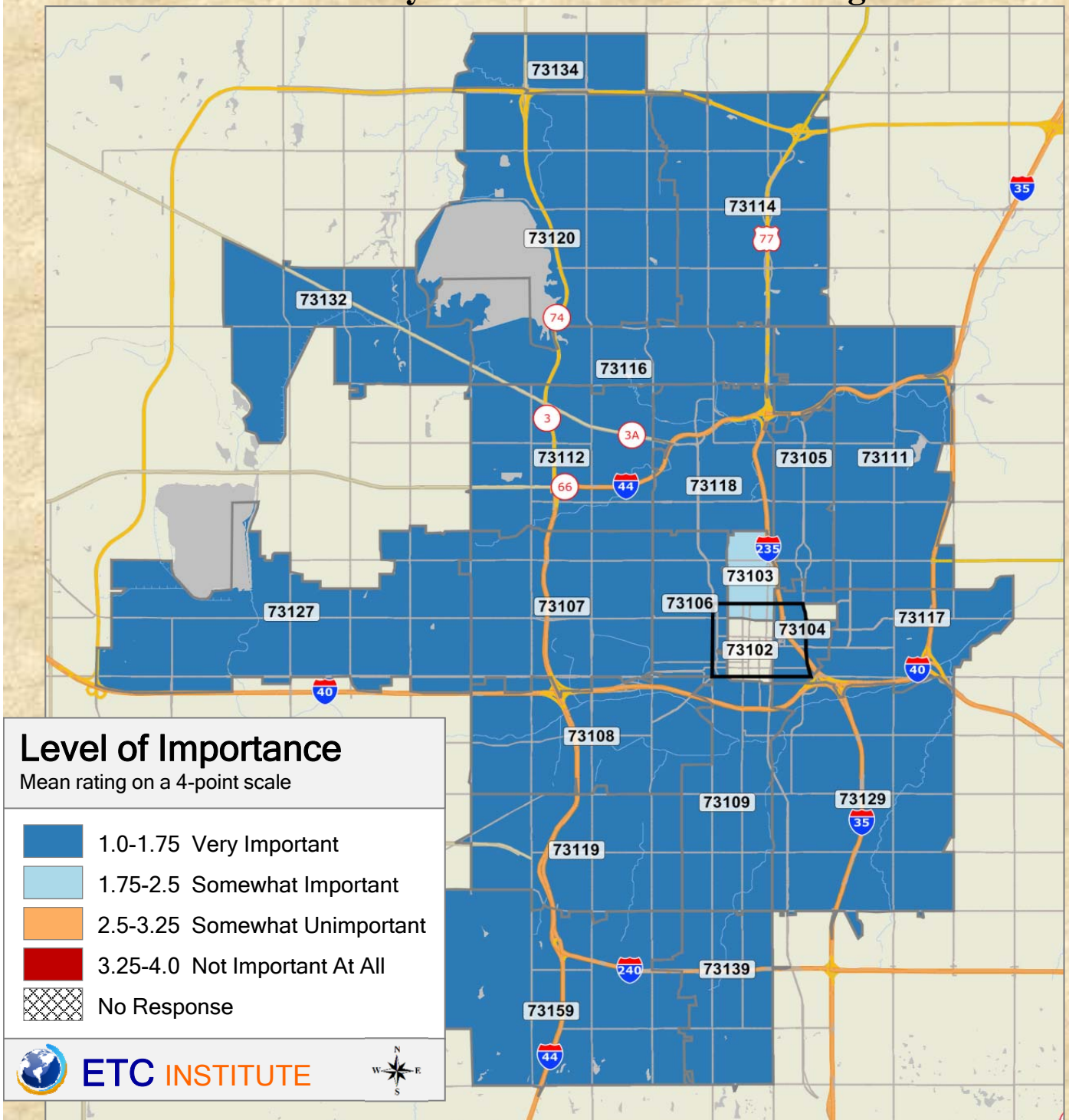


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.2 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Availability of information about riding

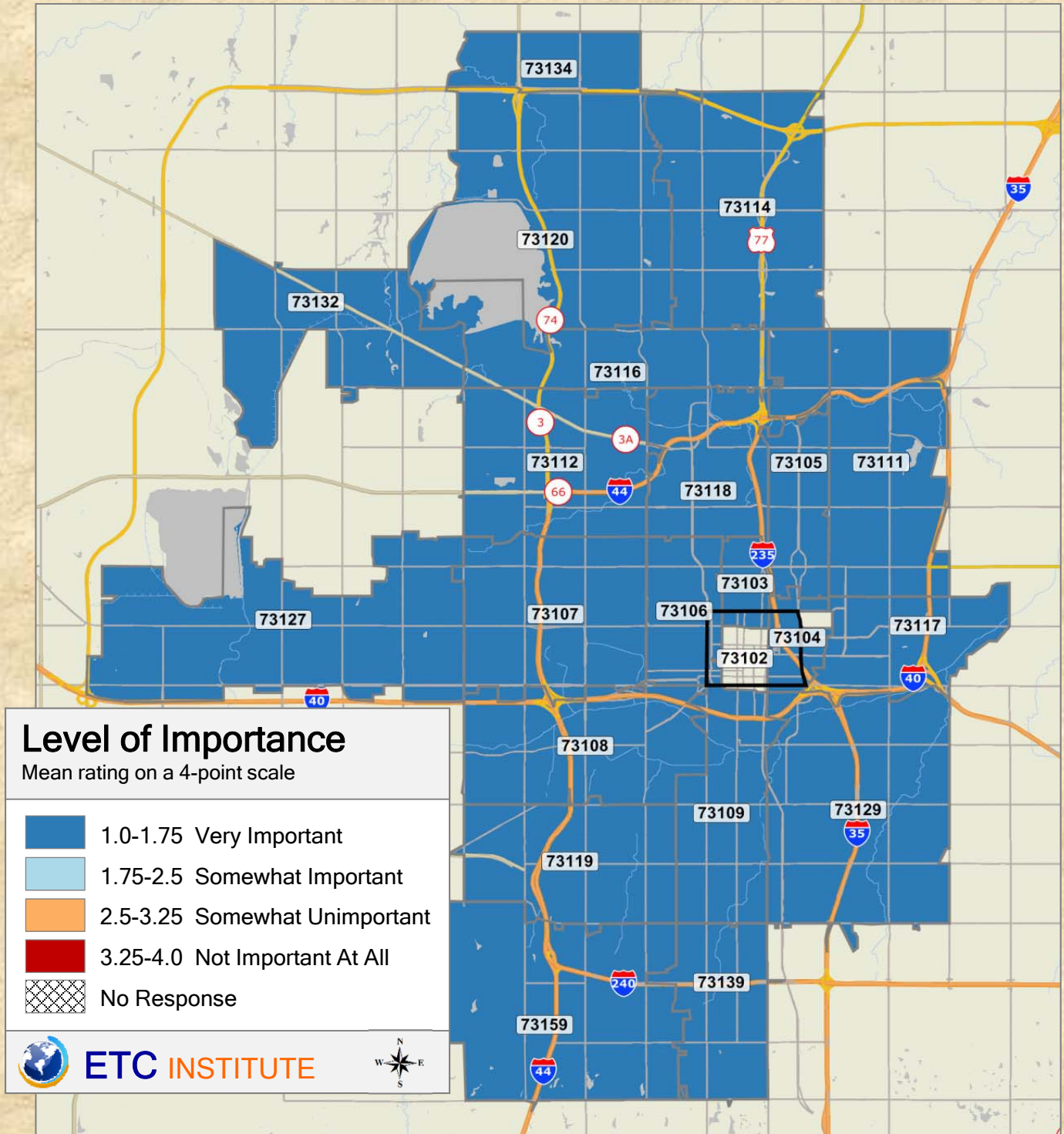


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.3 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Frequency of service

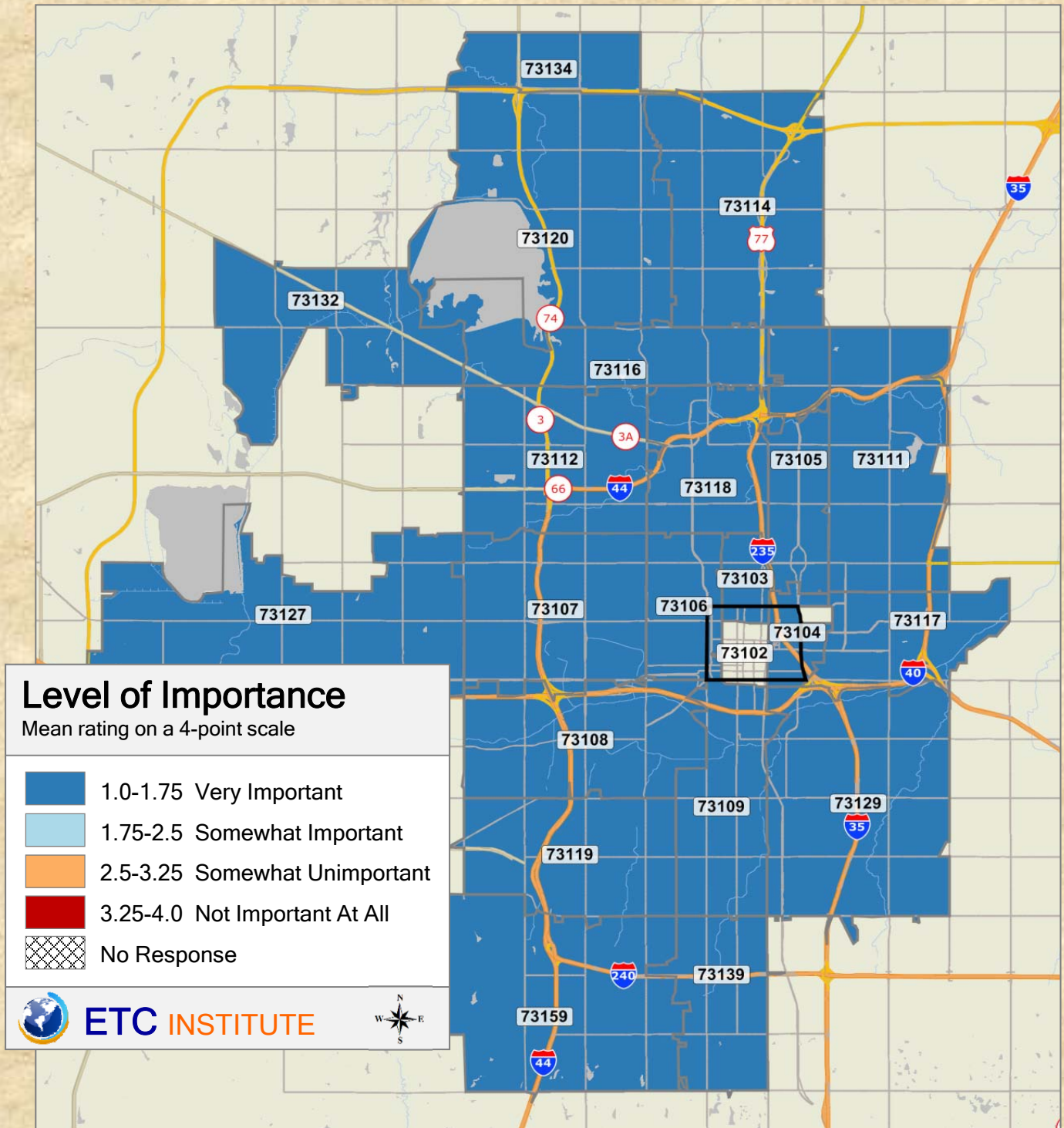


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.4 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: The time it takes to make a trip by bus

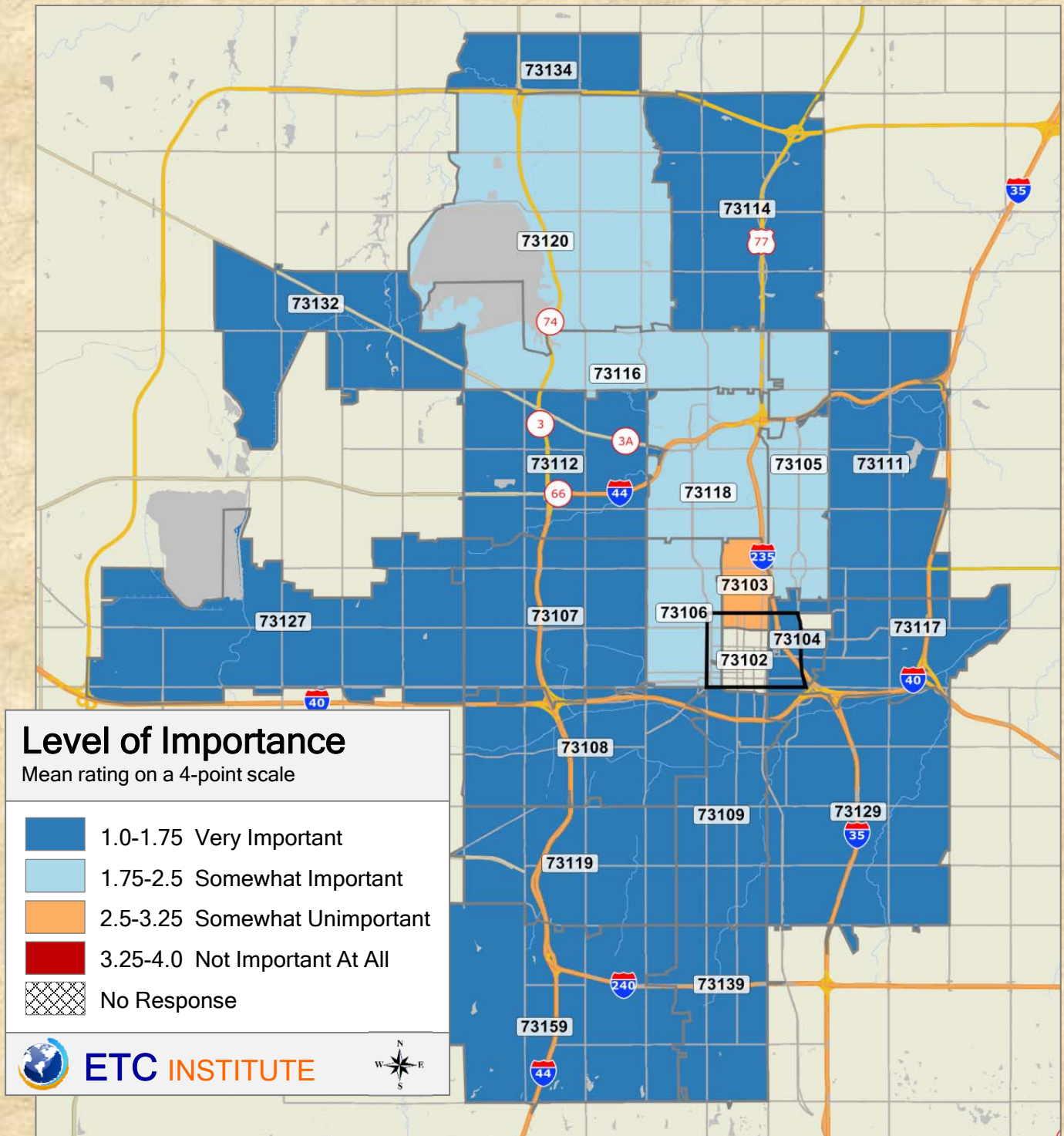


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.5 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Cost of riding

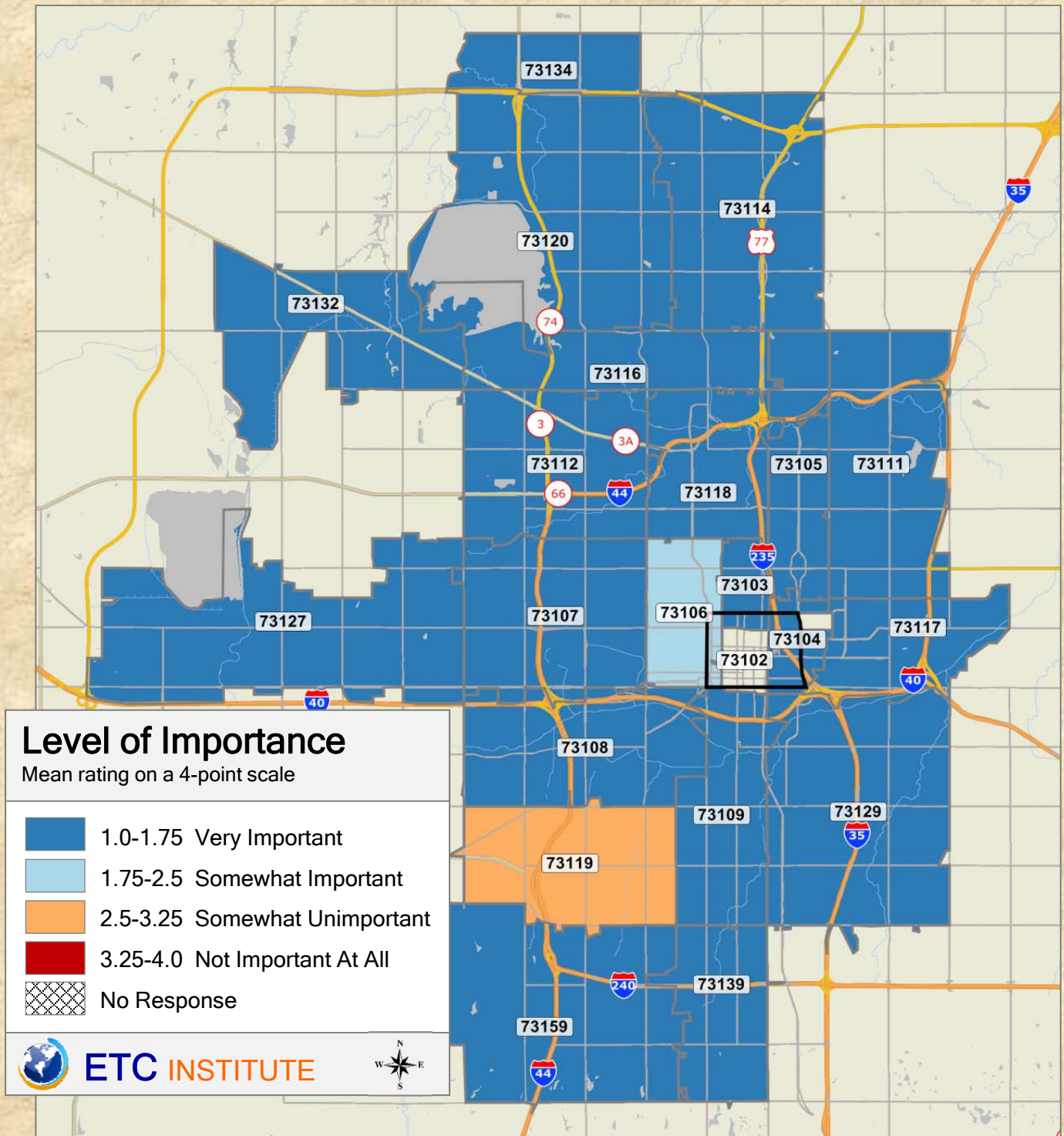


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.6 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Directness of the route

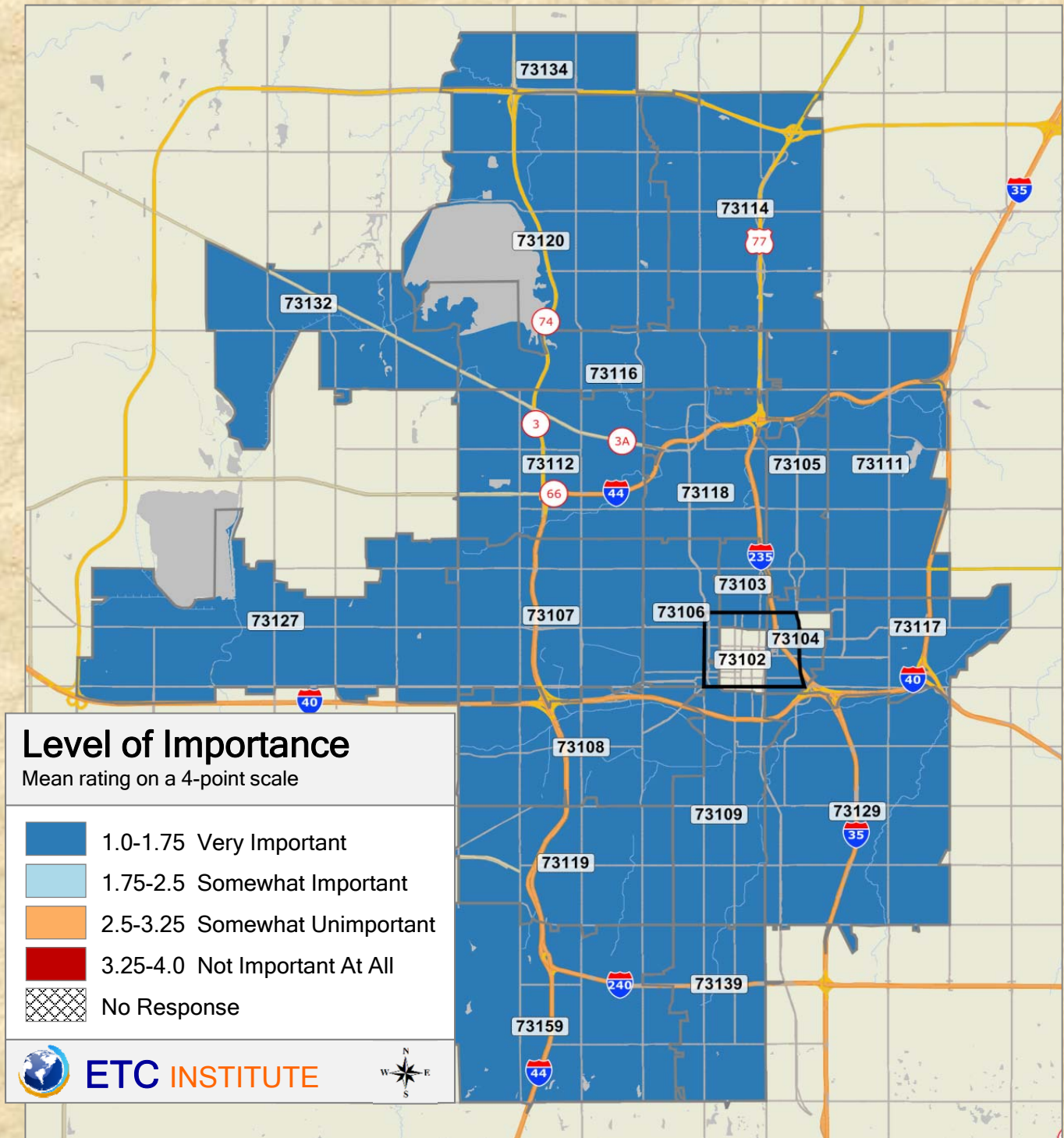


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.7 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Comfort and cleanliness of the bus interior

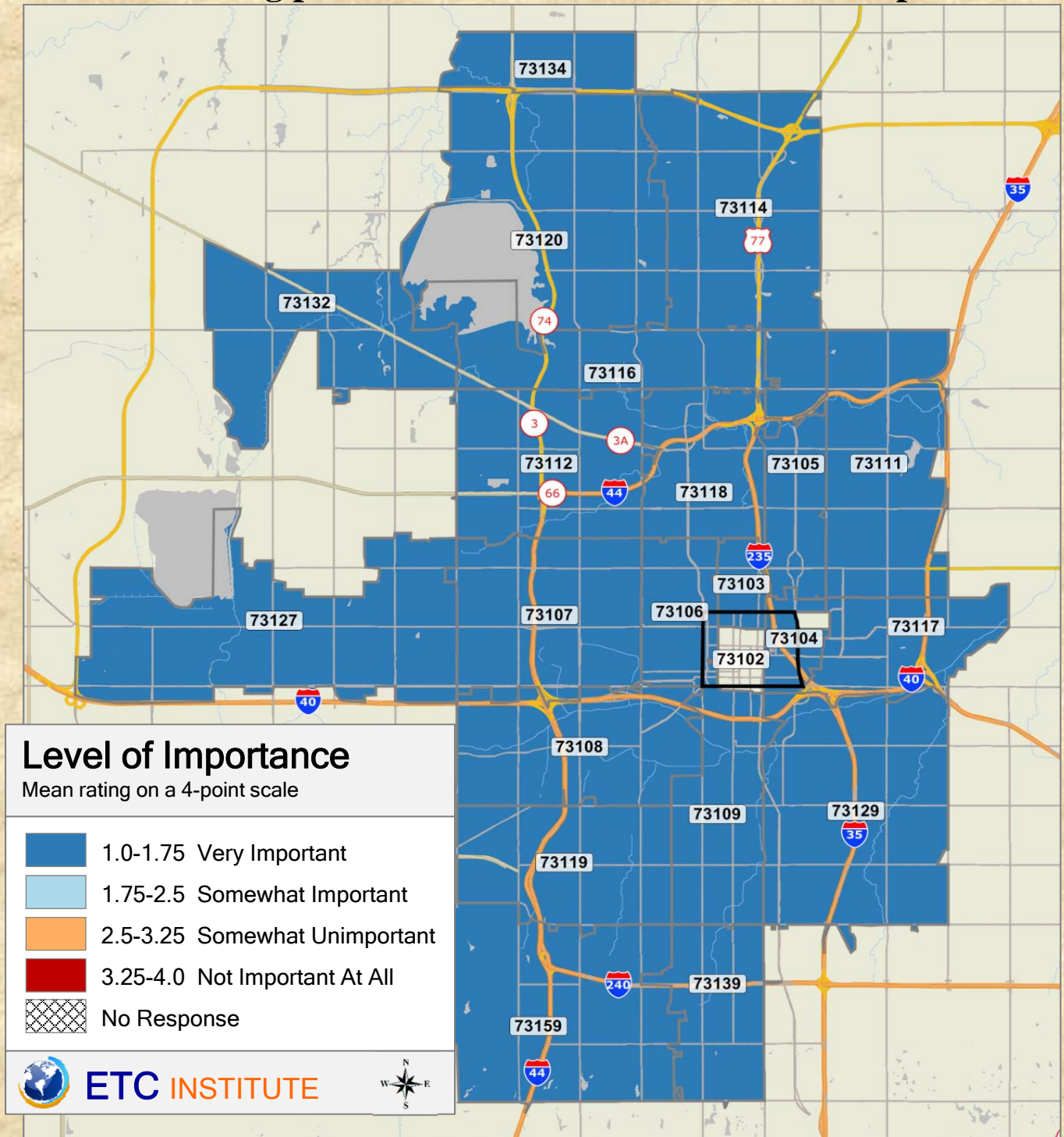


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.8 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Having protection from the weather at the stop

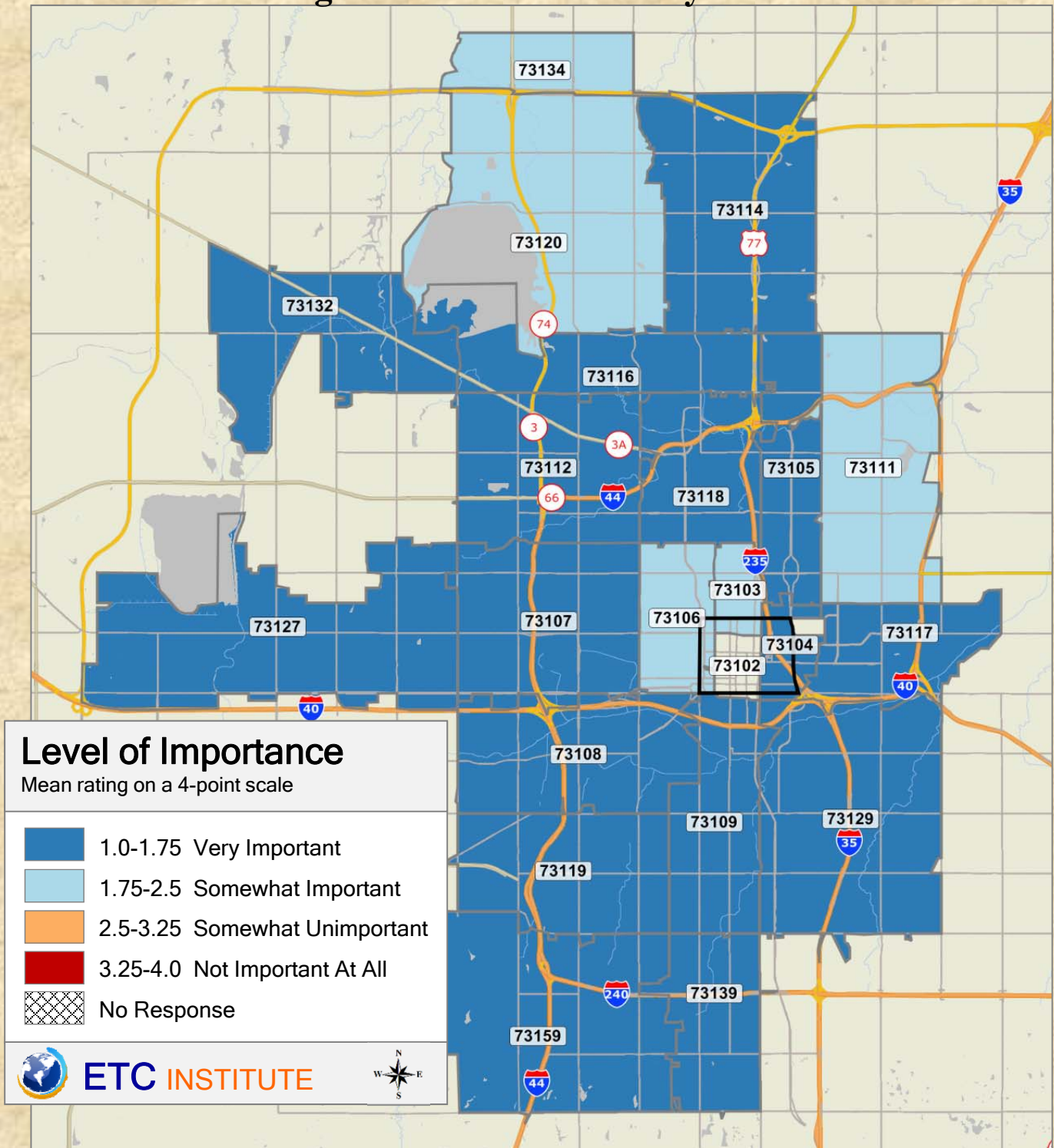


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.9 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Having to transfer to reach my destination

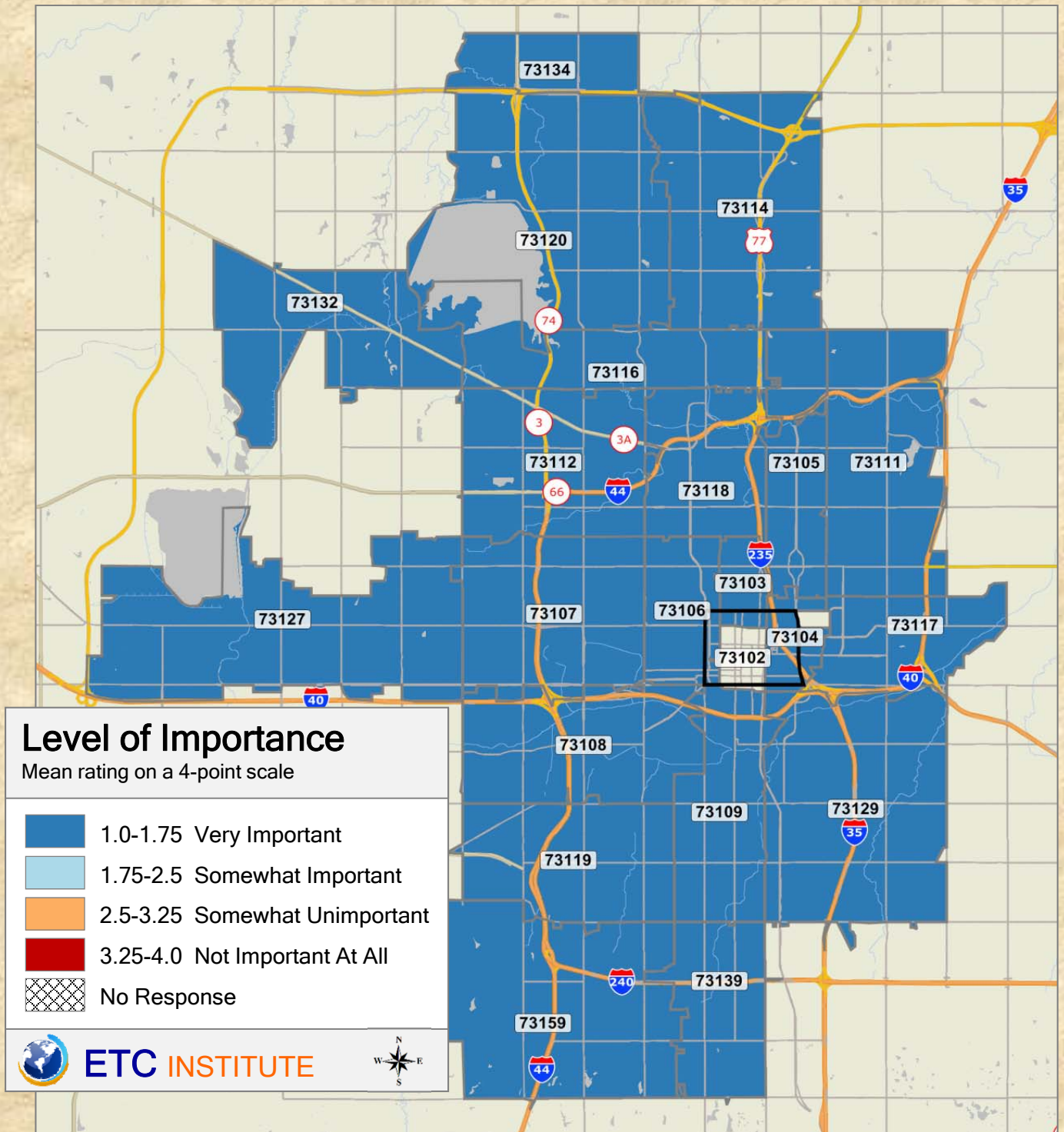


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.10 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Safety while waiting or riding

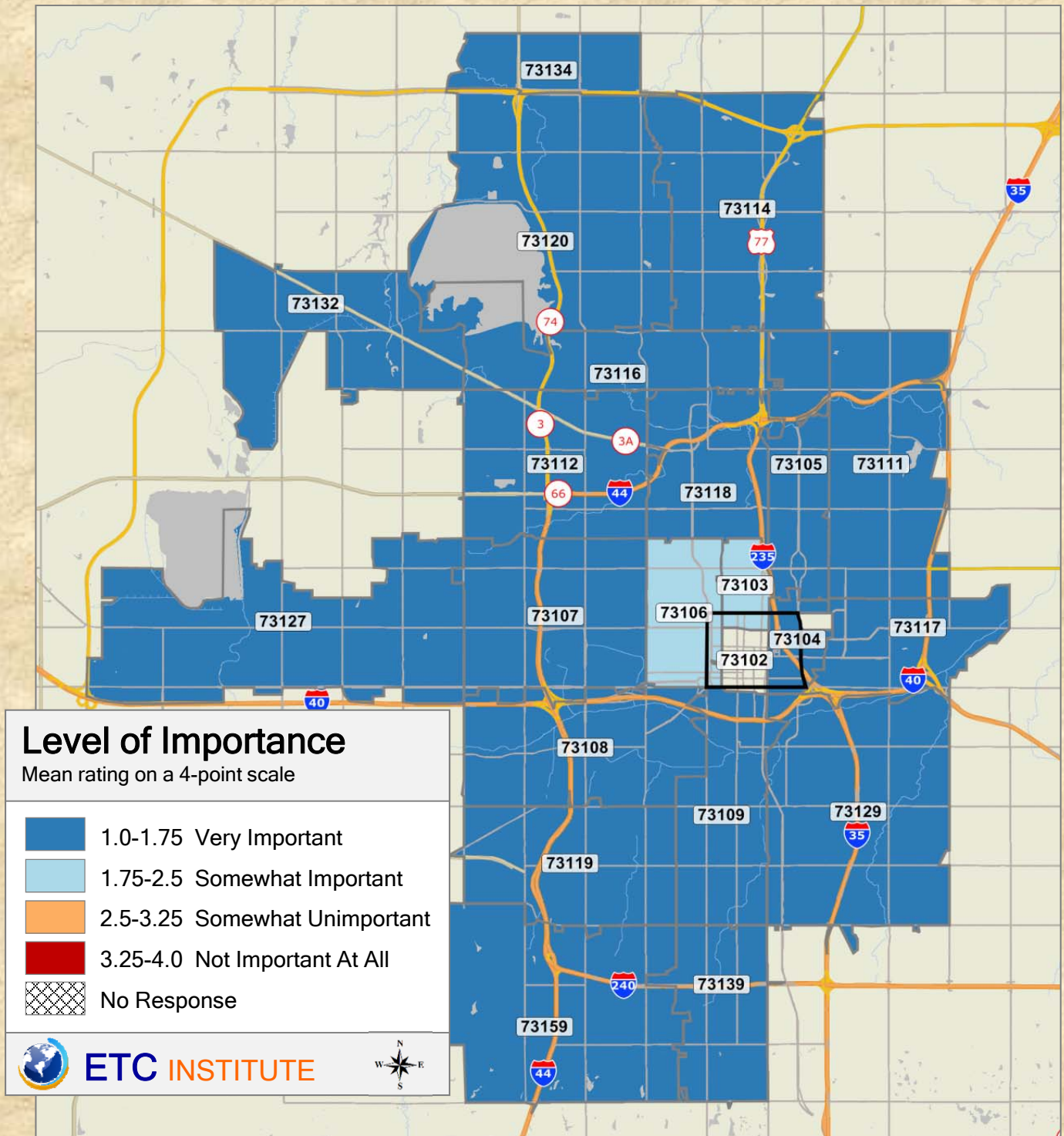


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.11 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Availability of real-time bus info

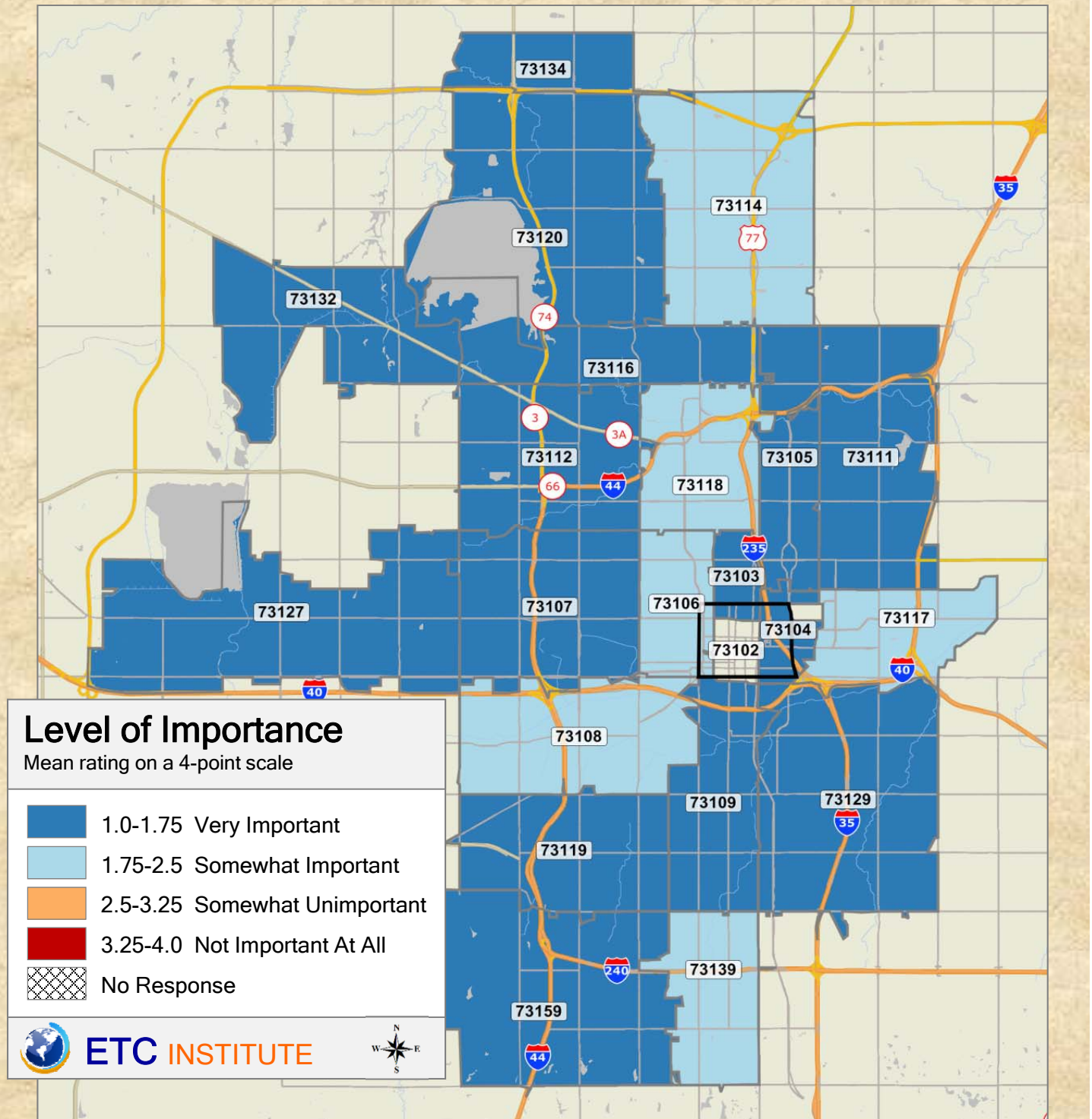


(by percentage of the respondents who answered "Other" or "No" to Q17)
(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.12 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Online trip planning tools

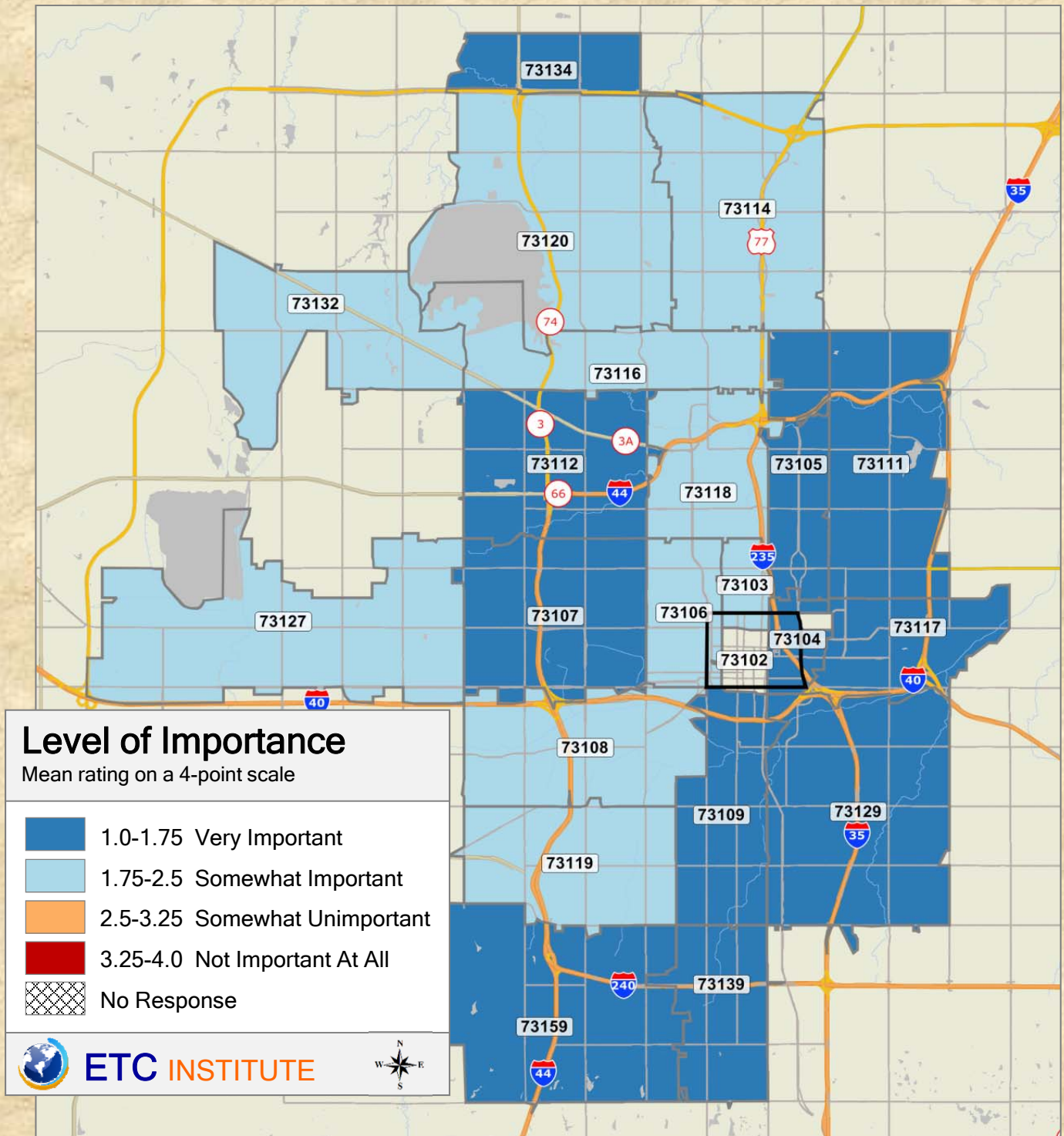


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.13 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Text alerts for service info

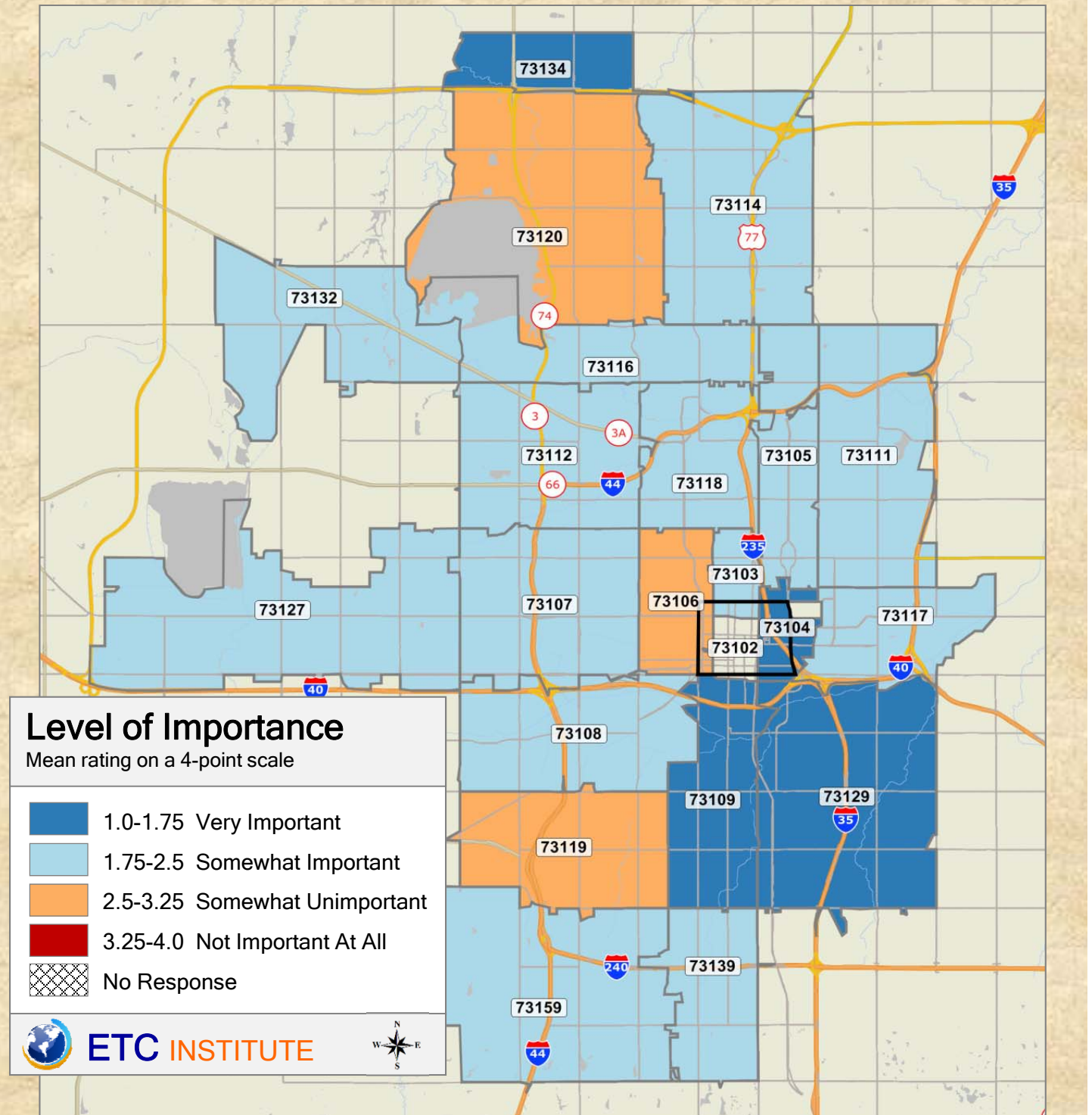


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q31.14 How Important the Following Characteristic of Bus Service is to Respondent when Deciding Whether to Ride the Bus for Some of the Trips They Make in the Area: Free WiFi on the buses

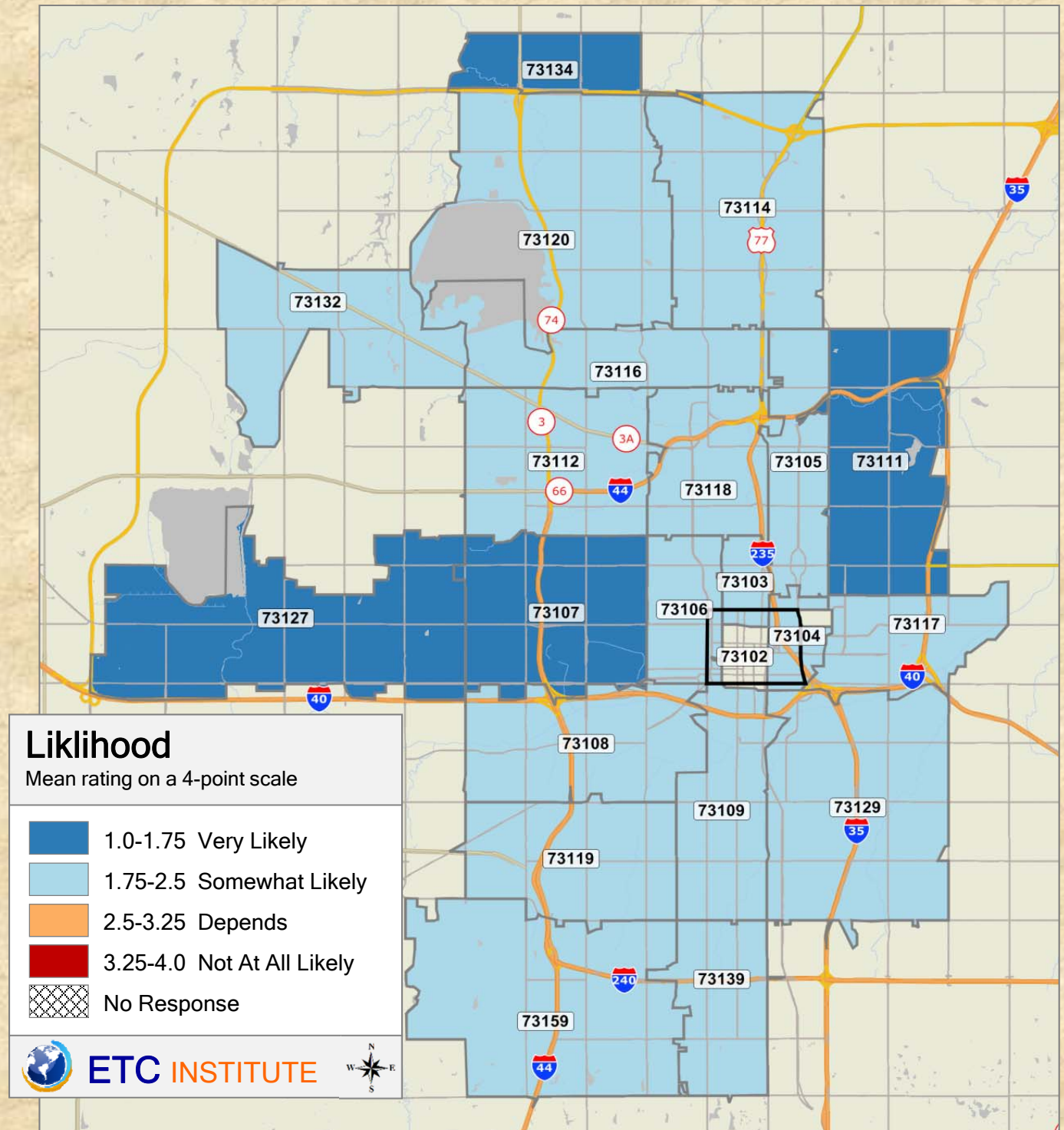


(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q32. How Likely Respondent Would be to Find Out More About Bus Service and Begin Riding if Improvements Were Made to Those Items They Rated "Very Important" (or "Somewhat Important")



(by percentage of the respondents who answered "Other" or "No" to Q17)

2015 OKC EMBARK Non-Rider Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)