

# EMBARK On-Board Transit Survey

## Findings Report – OKC/Norman

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1982*

# 2020

**Submitted to EMBARK (Oklahoma City, OK)**

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**December 2020**



**ETC**  
INSTITUTE



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# 2020 EMBARK Onboard Survey

## Executive Summary Report

### Overview and Methodology

EMBARK initiated this survey during fall 2020. The primary objective for conducting the On-Board Transit Survey is to gather information about riders and their transit needs and level of satisfaction with services.

The universe for the survey consisted of 23 fixed routes in the EMBARK system. The actual number of completed surveys was 1,208, a total of 994 surveys were completed in Oklahoma City, and a total of 214 surveys were completed in Norman.

This overview contains a description of the data requirements, sampling methodology, including the sampling plan, survey administration/quality control procedures, and data entry/editing procedures. More detailed information is provided in subsequent sections of this report:

- A detailed description of the administration of the on-board survey and characteristics of transit riders and select findings are provided in this Executive Summary.
- Charts and graphs from the survey in Section One.
- Importance satisfaction analysis of key service characteristics in Section Two.
- Frequency distribution tables for weekday survey results are provided in Section Three.
- A copy of the survey instrument is provided in Section Four.

### Data Requirements

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

- Frequency of usage
- Purpose of trip
- Payment method
- Transit access mode
- Transfers
- Assessment of transit facilities
- Customer satisfaction and importance ratings
- Accessing EMBARK information
- Household information (income, vehicles, etc.)
- Personal information (gender, employment, etc.)

### Sampling Methodology

ETC Institute developed a sampling plan to ensure that the overall results of the survey would be statistically valid for the region. The sampling plan identified the number of completed surveys that were needed from each route.

The sampling plan was designed to ensure that the overall results of the on-board survey would have a precision of at least  $\pm 2.5\%$  at the 95% level of confidence. Although the scope of work only

required the completion of 1,000 surveys, our team agreed to collect more than 1,000 surveys to ensure that the results would be statistically representative of the system.

### **Survey Administration/Quality Control Procedures**

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

- Each interviewer was trained to understand the purpose of the survey so they could explain the importance of the survey to riders.
- One interviewer was assigned per bus, and at least one bus was selected from each route.
- Interviewers conducted surveys on their assigned bus for the entire day that the route was in operation in accordance with the hours shown in the sampling plan. Short breaks were allowed for interviewers in conjunction with breaks that were taken by the driver.
- The interviewer attempted to ask every rider who boarded the bus to complete the survey.
- The interviewer checked the survey to ensure that the “critical questions” were complete.
- After completing each run along a route, the interviewer would briefly get off the bus and take completed surveys from that route to ETC Institute’s Team Leader. The Team Leader worked at the “center of operations” designated in the sampling plan.
- ETC Institute’s Team Leader and assistant reviewed all the completed surveys that were submitted by interviewers to ensure the usability, accuracy, and completeness of the data collected.

### **Additional Covid-19 Procedures**

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

- No ETC Institute staff flew to Oklahoma City: rather all staff drove to avoid unnecessary air travel.
- Interview staff was required to have their temperatures checked daily prior to their shift.
- If any interview staff felt sick or had a cough, they were not allowed to work until they were seen by a medical professional. No interview staff arrived to work sick, with a fever, or cough during the project.
- Interview staff was instructed to always maintain a distance of six-feet from riders. The only exception to this rule occurred when providing questionnaires to riders.
- When interview staff was on buses, they were asked to remove themselves if the bus reached limited capacity limits.
- Staff was required to wear masks at all times.

### **Data Entry and Editing Procedures**

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

- ETC Institute personnel conducted a 100% review of all completed surveys.
- ETC Institute personnel conducted dual data entry for 100% of the records. All completed surveys were entered into two independent databases by different people. After data entry



was completed for each database, the files were compared and screened for records that did not match. Records that did not match were corrected in each of the databases by different people. The files were then merged again, and records that still did not match were corrected again. This process was repeated until all records in each of the two databases matched.

## Administration of the Survey

### *Administer the On-Board Passenger Survey*

ETC Institute fielded a survey administration team on weekdays during the fall of 2020. The surveys were administered in accordance with the procedures that were previously described.

### *Alternative Methods of Completing the Survey*

Although most surveys were completed by riders during their trip, riders who did not have time to complete a survey were given a survey and a postage-paid return-reply envelope to return to ETC Institute by mail after it had been completed, respondents also had the option of returning completed surveys to the EMBARK Transit Center.

## Service Ratings and Importance – Oklahoma City

Respondents were asked to provide an overall rating of the EMBARK using a five-point scale from Very Satisfied to Very Dissatisfied. Regarding the overall rating of EMBARK's fixed-route services, 66% of respondents indicated they were either Very Satisfied (26%) or Satisfied (40%), only 5% of respondents indicated they were dissatisfied.

The following three aspects of EMBARK Service received the highest ratings of satisfaction (Very Satisfied or Satisfied) in 2020 among riders:

- How safe you feel riding this bus route (79%)
- Safe operation of buses (78%)
- Ease of paying your fare (77%)

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

- Buses arriving on time (30%)
- Availability of accessible bus stops (22%)
- Frequency of service (22%)

Among riders who needed **no transfers** to reach their destination the following three aspects of EMBARK Service received the highest ratings of satisfaction (Very Satisfied or Satisfied) in 2020 among riders:

- How safe you feel riding this bus route (83%)
- Ease of paying your fare (81%)
- Safe operation of buses (79%)

The three most important aspects of EMBARK Service for this group are:

- Buses arriving on time (28%)
- Frequency of service (23%)
- Availability of accessible bus stops (22%)

Among riders who needed **one transfer** to reach their destination, the following three aspects of EMBARK Service received the highest ratings of satisfaction (Very Satisfied or Satisfied) in 2020 among riders:

- How safe you feel riding this bus route (82%)
- Safe operation of buses (82%)
- Ease of paying your fare (81%)

The three most important aspects of EMBARK Service for this group are:

- Buses arriving on time (29%)
- Frequency of service (24%)
- Availability of accessible bus stops (24%)

Among riders who needed **two transfers** to reach their destination, the following three aspects of EMBARK Service received the highest ratings of satisfaction (Very Satisfied or Satisfied) in 2020 among riders:

- COVID safety precautions/procedures while riding (78%)
- Safe operation of buses (77%)
- Cleanliness of transit center (74%)

The three most important aspects of EMBARK Service for this group are:

- Bus arriving on time (36%)
- Frequency of service (20%)
- Availability of accessible bus stops (19%)

Among riders who needed **three or more transfers** to reach their destination, the following three aspects of EMBARK Service received the highest ratings of satisfaction (Very Satisfied or Satisfied) in 2020 among riders:

- Safe operation of buses (70%)
- Safety at transit center (70%)
- How safe you feel riding this bus route (69%)

The three most important aspects of EMBARK Service for this group are:

- Availability of accessible bus stops (20%)
- Buses arriving on time (20%)
- COVID safety precautions/procedures while riding (17%)

## Investment Priorities – Oklahoma City

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

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

- Buses arriving on time (IS Rating = 0.0944)
- Frequency of service (IS Rating = 0.0650)
- Courtesy of drivers (IS Rating = 0.0610)
- Availability of accessible bus stops (IS Rating = 0.0609)

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

2020 Importance-Satisfaction Rating EMBARC Onboard Survey - OKC Major Categories of Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt; 0.10)</b>						
Buses arriving on time	30%	1	68%	14	0.0944	1
Frequency of service	22%	3	70%	11	0.0650	2
Courtesy of drivers	20%	4	69%	13	0.0610	3
Availability of accessible bus stops	22%	2	72%	9	0.0609	4
Cleanliness of buses	14%	5	69%	12	0.0441	5
COVID safety precautions/procedures while riding	12%	6	77%	4	0.0277	6
Cleanliness of bus shelters	7%	10	63%	16	0.0245	7
Safe operation of buses	11%	7	78%	2	0.0242	8

### Service Ratings and Importance - Norman

Respondents were asked to provide an overall rating of the EMBARK using a five-point scale from Very Satisfied to Very Dissatisfied. Regarding the overall rating of EMBARK’s fixed-route services, 84% of respondents indicated they were either Very Satisfied (44%) or Satisfied (40%), only 2% of respondents indicated they were dissatisfied.

The following three aspects of EMBARK Service received the highest ratings of satisfaction (Very Satisfied or Satisfied) in 2020 among riders:

- Courtesy of drivers (90%)
- How safe you feel riding this bus route (89%)
- Safe operation of buses (88%)

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

- Buses arriving on time (45%)
- Availability of accessible bus stops (39%)
- Frequency of service (36%)

### Investment Priorities - Norman

**Recommended Priorities for the Next Two Years.** In order to help the agency identify investment priorities for the next two years, ETC Institute conducted an Importance- Satisfaction (I-S) analysis. This analysis examined the importance respondents placed on each service and the level of

satisfaction with each service. By identifying high importance and low satisfaction services, the analysis identified which services will have the most impact on overall satisfaction with agency services over the next two years. If EMBARK wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 2 of this report.

**Overall Priorities for EMBARK by Major Category.** This analysis reviewed the importance of and satisfaction with major categories of agency services. This analysis was conducted to help set overall priorities. Based on the results of this analysis, one out of the sixteen major services assessed was found to be a high priority for investment and should be a focus of the agency over the next two years in order to raise overall satisfaction:

- Ease of paying your fare (IS Rating = 0.1710)

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

2020 Importance-Satisfaction Rating EMBARC Onboard Survey - Norman Major Categories of Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS &gt; 0.10)</b>						
Ease of paying your fare	17%	6	0%	16	0.1710	1
<b>Medium Priority (IS &lt; 0.10)</b>						
Buses arriving on time	45%	2	78%	14	0.0975	2
Availability of accessible bus stops	39%	1	81%	10	0.0735	3
Frequency of service	36%	3	83%	8	0.0603	4
Information at the bus stop	18%	5	80%	13	0.0369	5
Cleanliness of buses	16%	7	87%	5	0.0198	6
Ease of getting service information	8%	9	77%	15	0.0196	7
Courtesy of drivers	19%	4	90%	1	0.0194	8

# Section 1

## Charts and Graphs

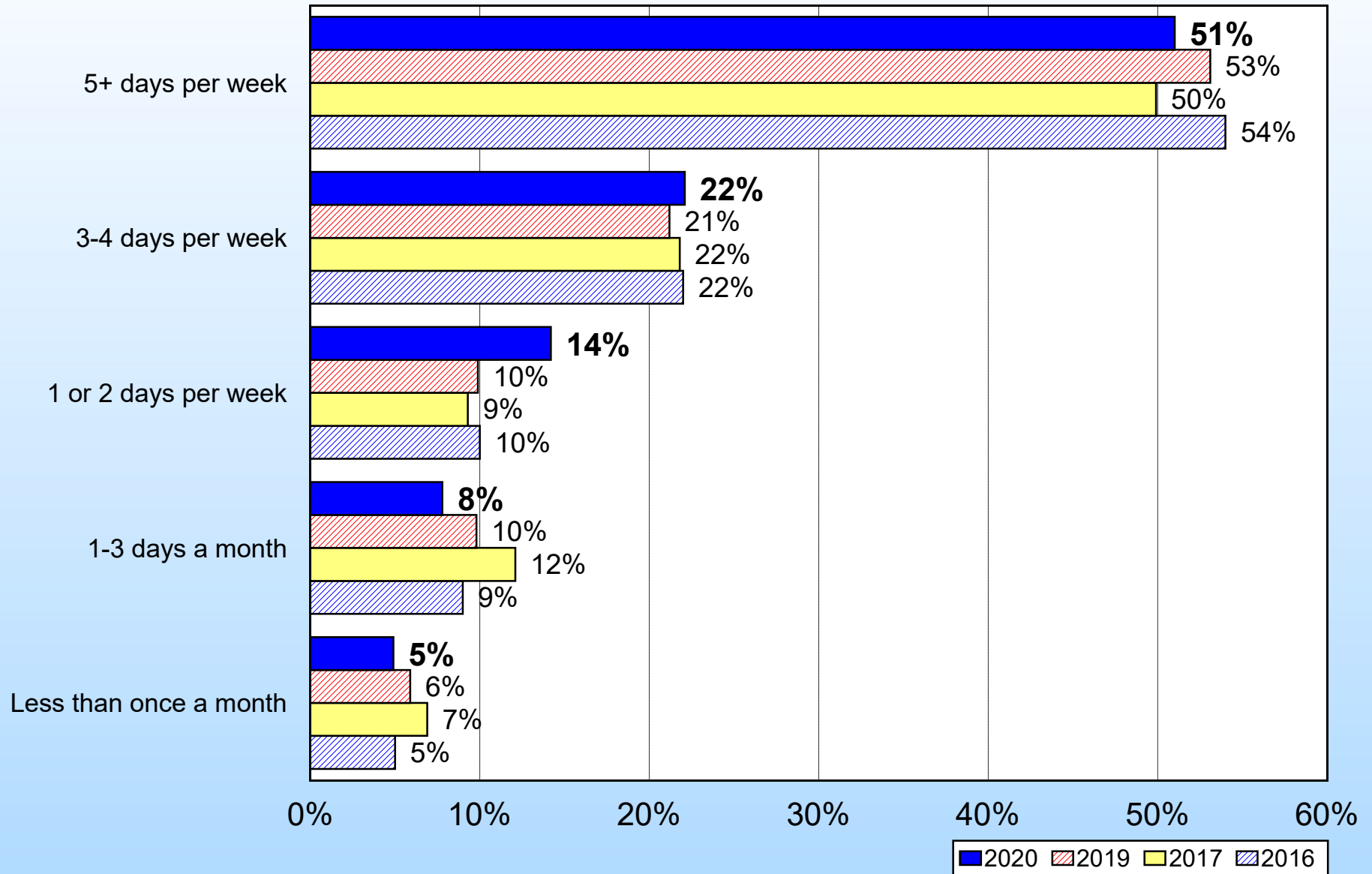
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# 2020 EMBARK Transit Rider Survey

## OKC Overall Results

## Q2. How Often Does Respondent Usually Ride Route

by percentage of respondents (without "not provided")

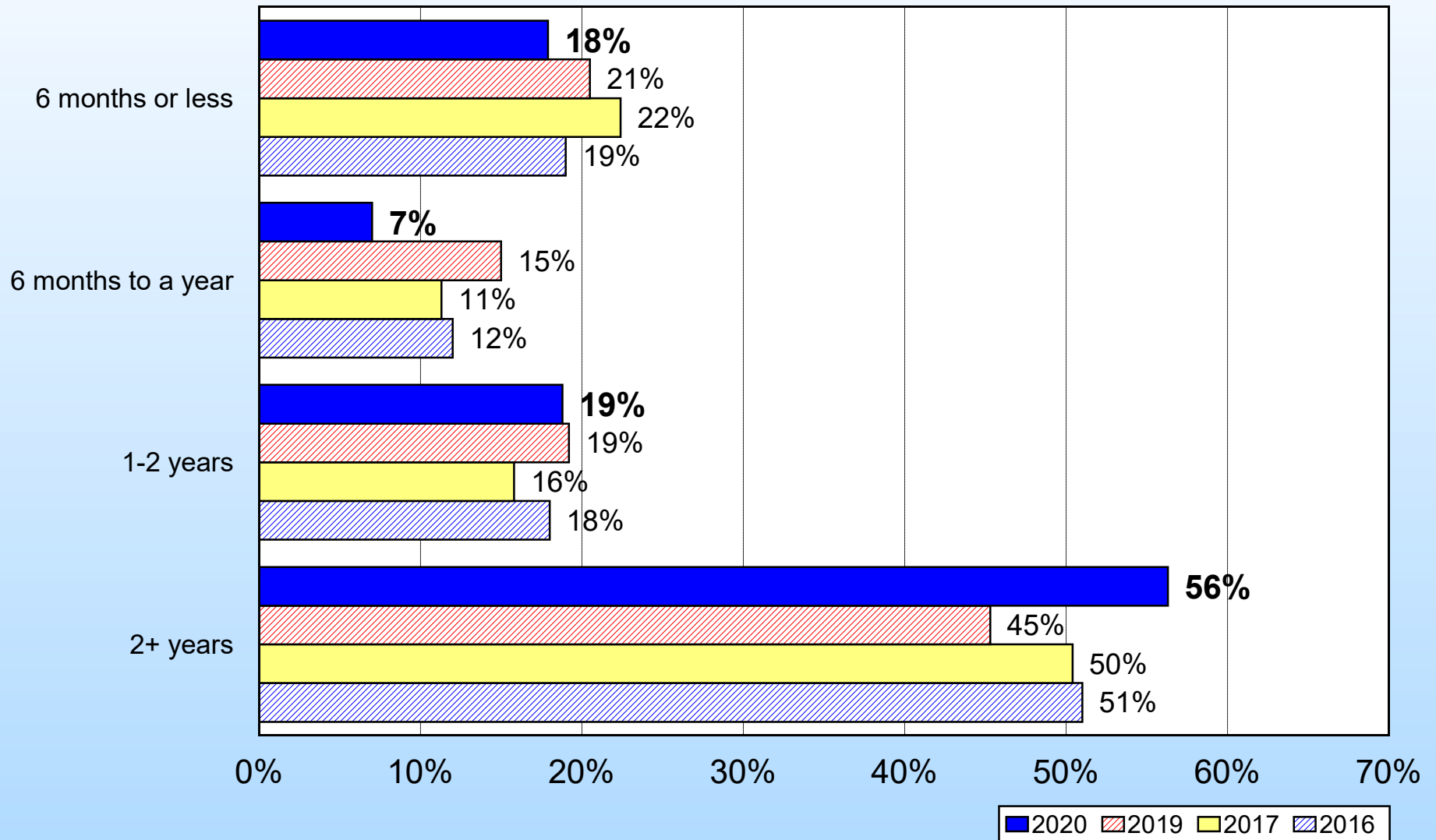


Source: ETC Institute (2020)

**TRENDS**

# Q3. How Long Has Respondent Been Riding Transit in the OKC Area

by percentage of respondents ("without not provided")

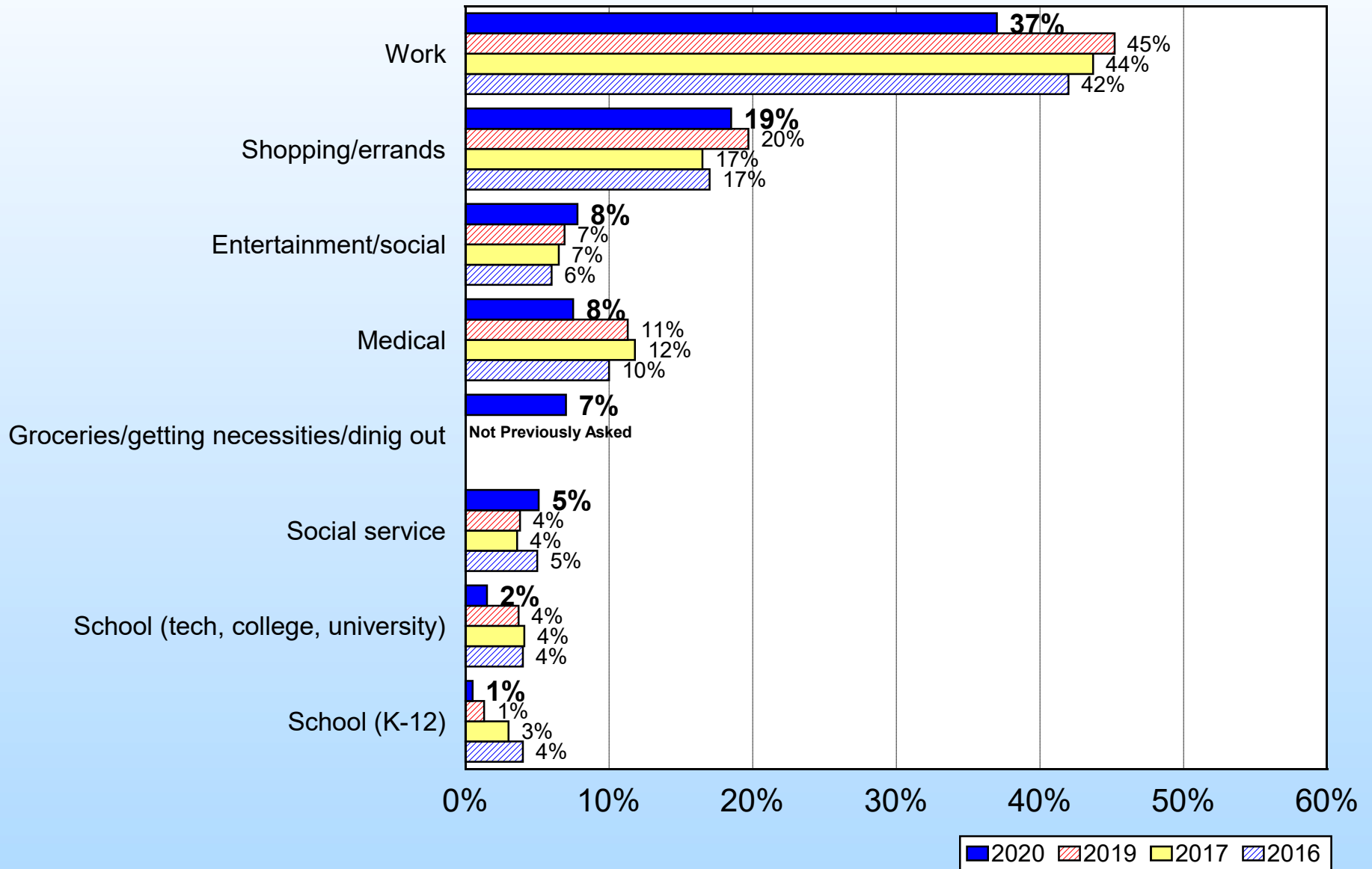


Source: ETC Institute (2020)



# Q4. Purpose of Trip

by percentage of respondents ("without not provided")

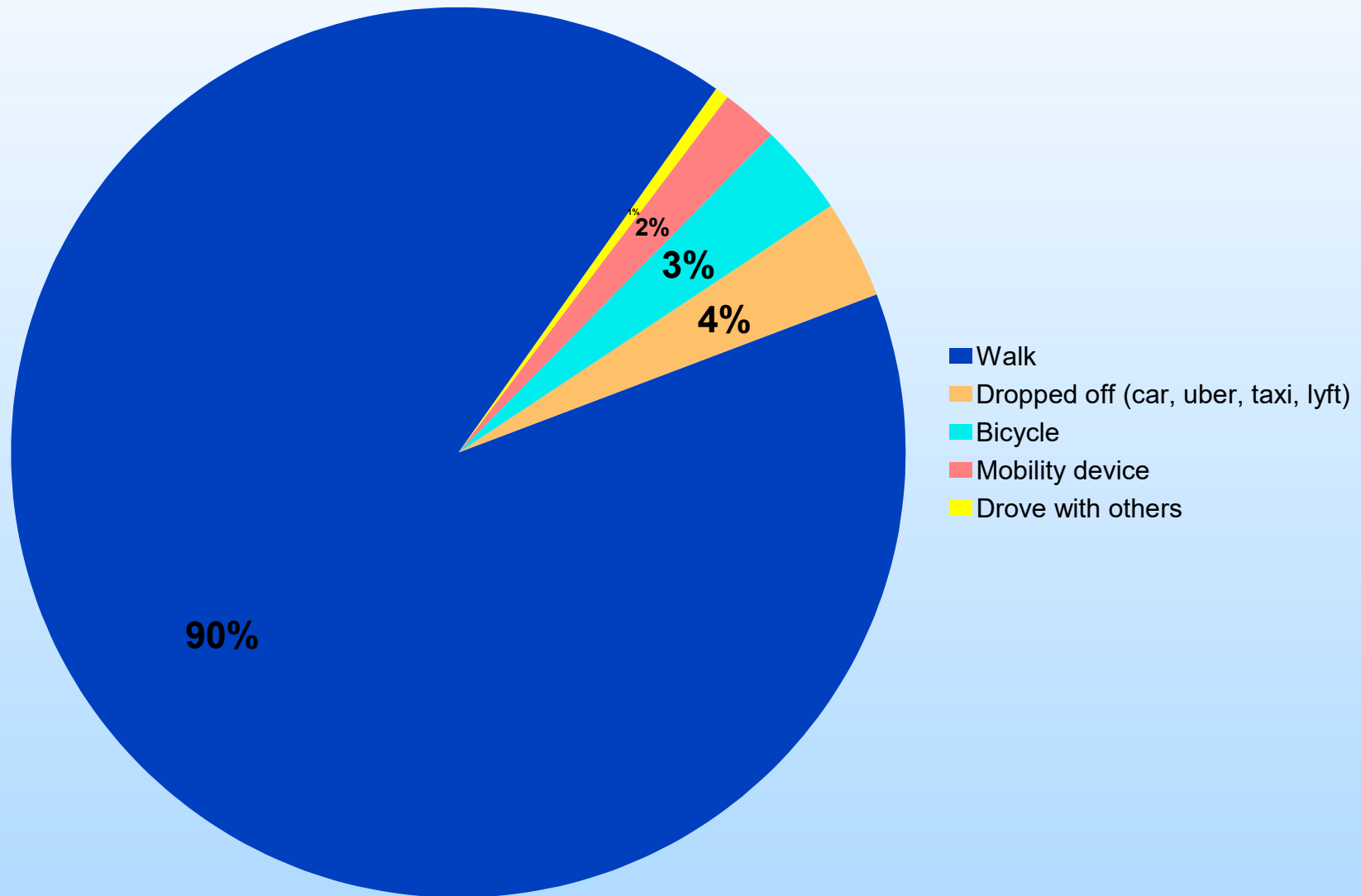


Source: ETC Institute (2020)

# TRENDS

# Q5. How Respondent Got from Home to Nearest Bus Stop

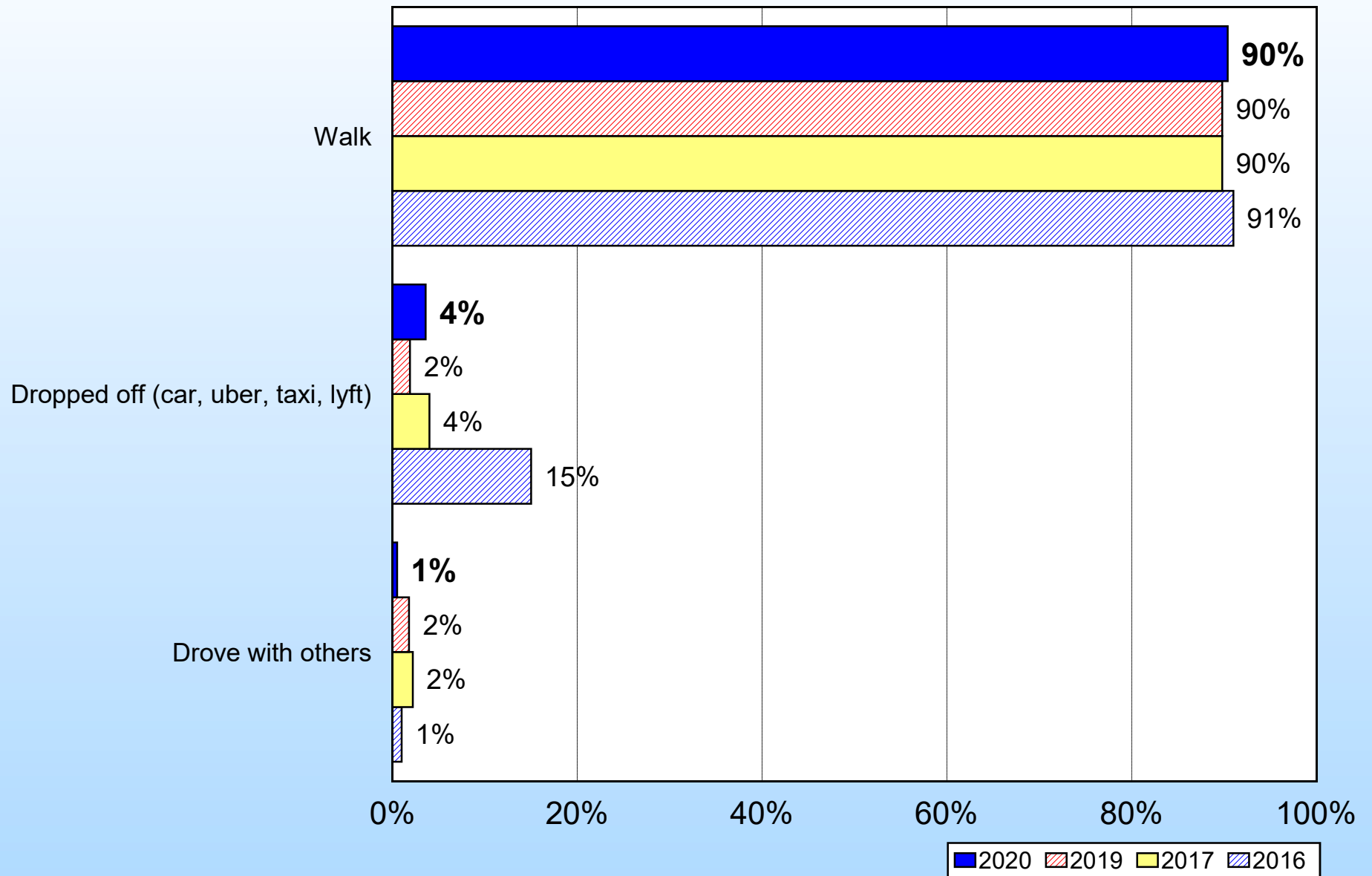
by percentage of respondents ("without not provided")



Source: ETC Institute (2020)

# Q5. How Respondent Got from Home to Nearest Bus Stop

by percentage of respondents ("without not provided")

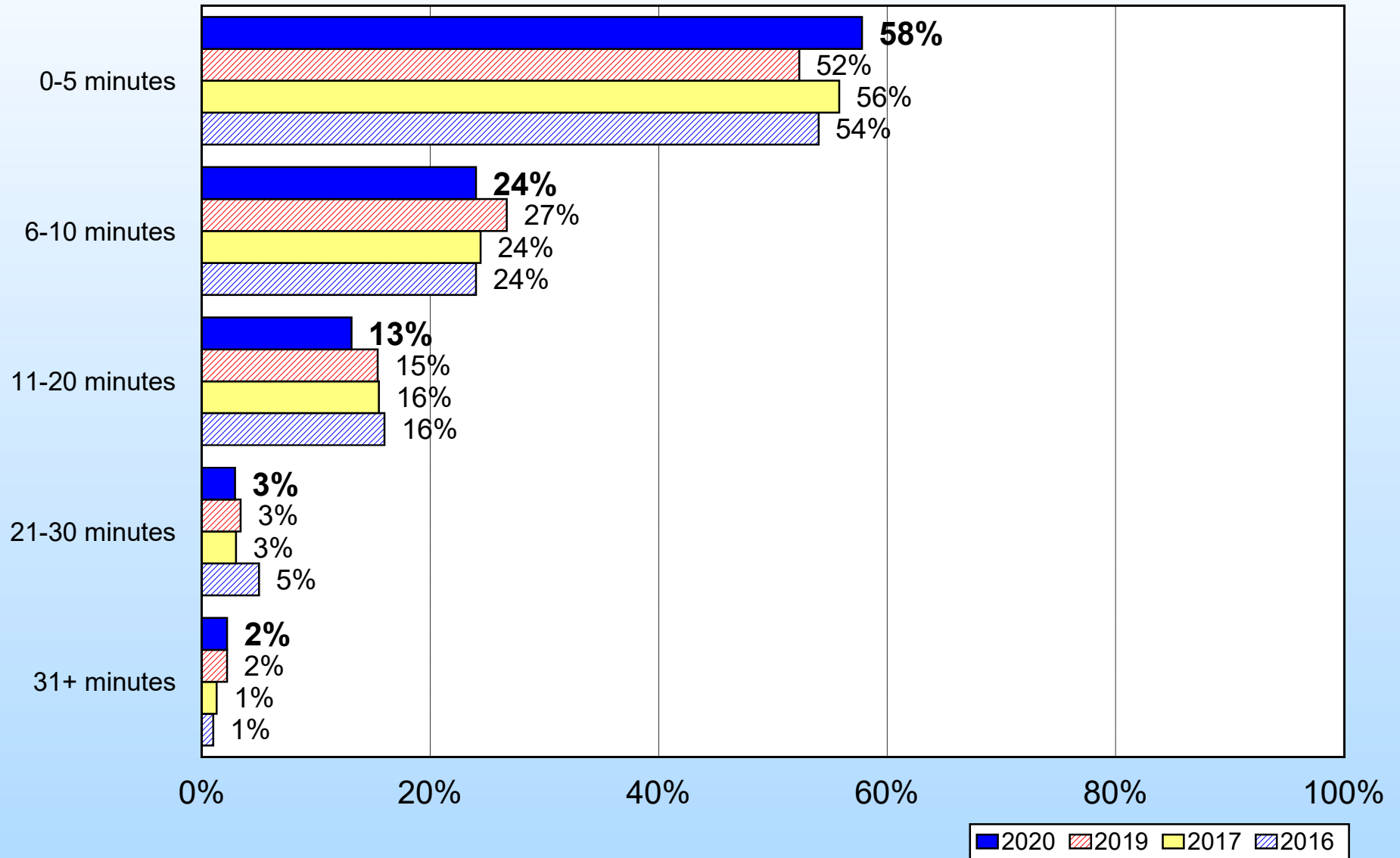


Source: ETC Institute (2020)

**TRENDS**

# Q5-1. How Many Minutes Walked

by percentage of respondents who answered "Walk" as the mode they used to get to the nearest bus stop from their home

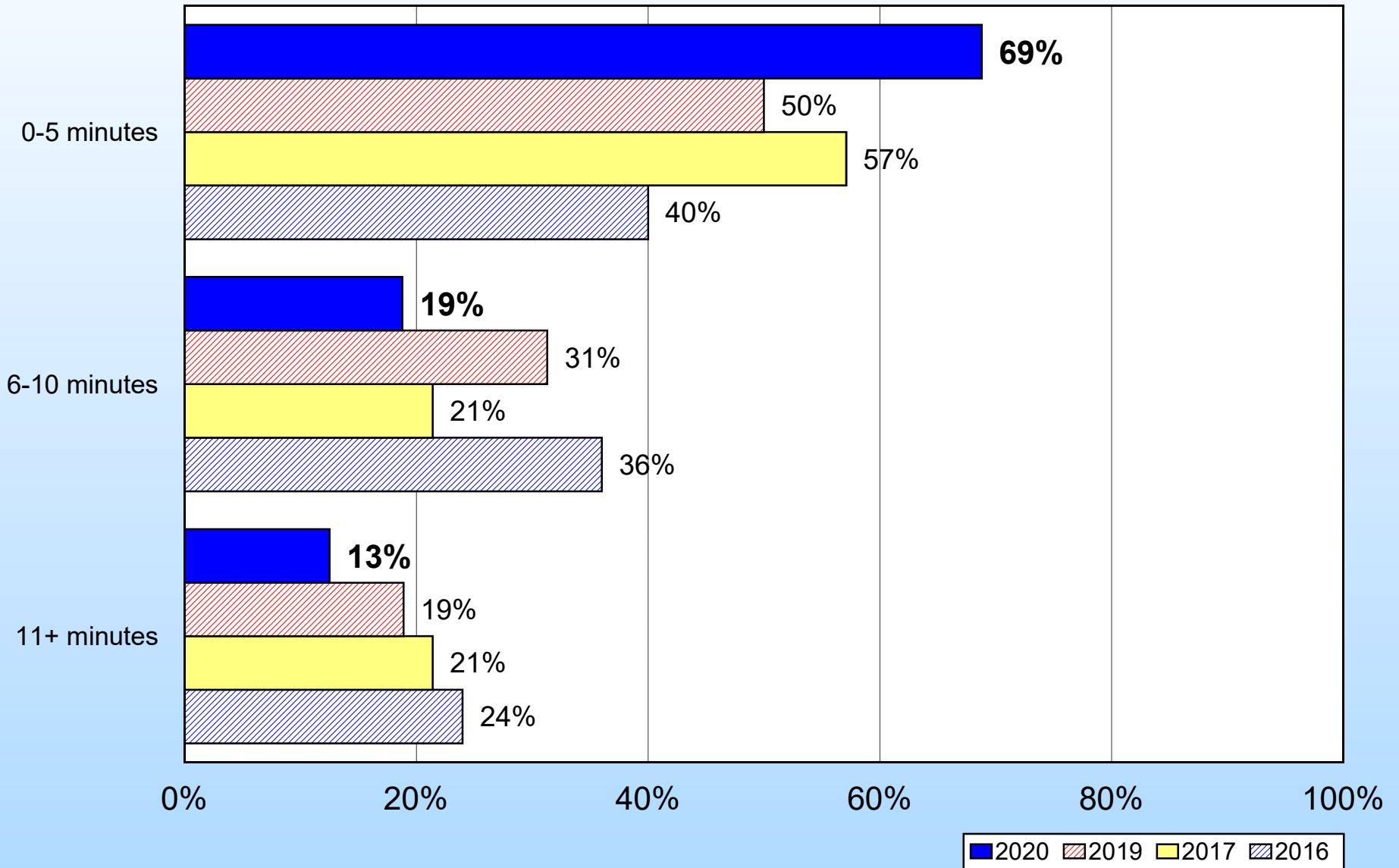


Source: ETC Institute (2020)

**TRENDS**

## Q5-2. How Many Minutes Biked

by percentage of respondents who answered "Bicycle" as the mode they used to get to the nearest bus stop from their home

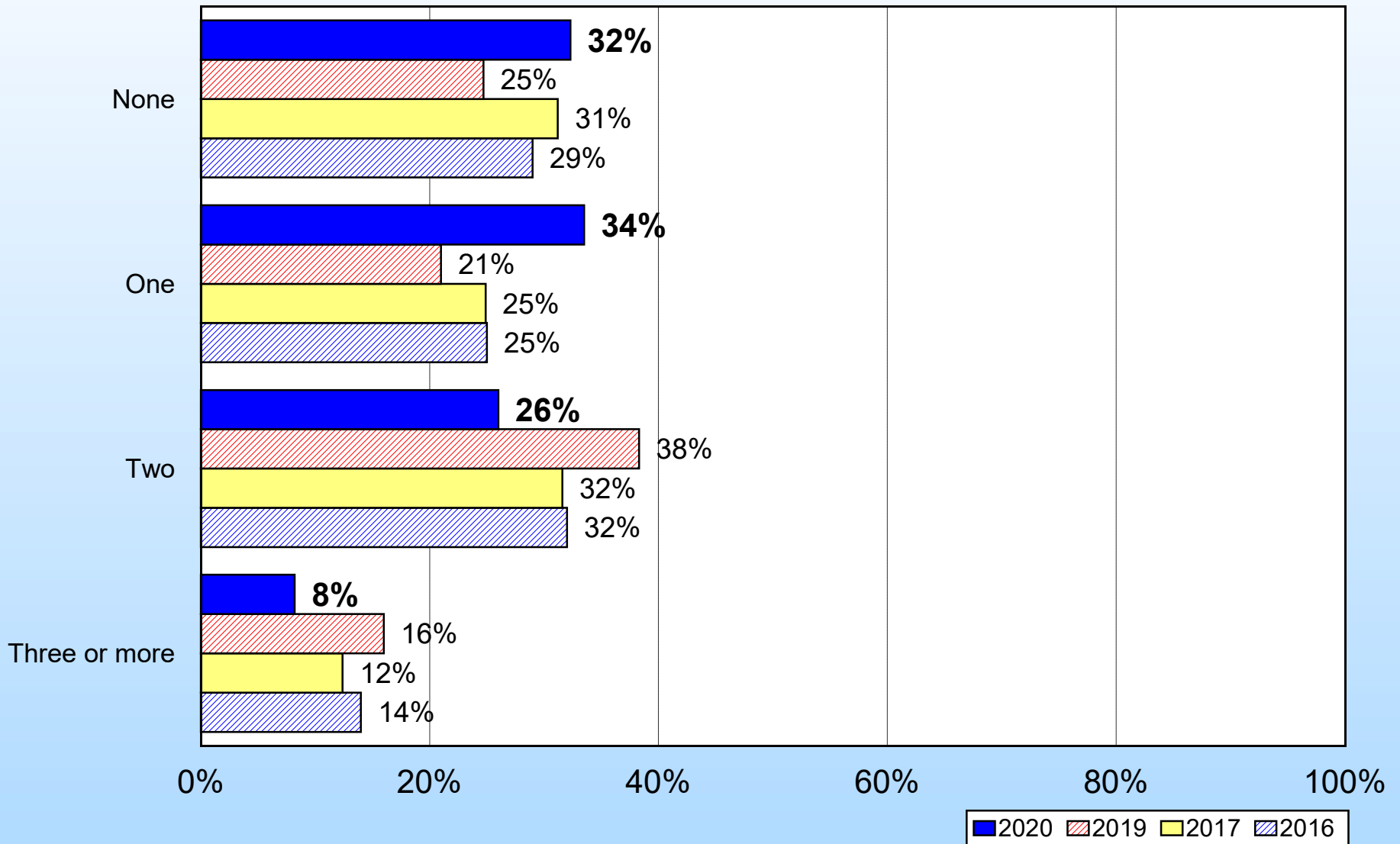


Source: ETC Institute (2020)

**TRENDS**

# Q6. How Many Transfers Respondent Makes to Reach Their Destination

by percentage of respondents ("without not provided")

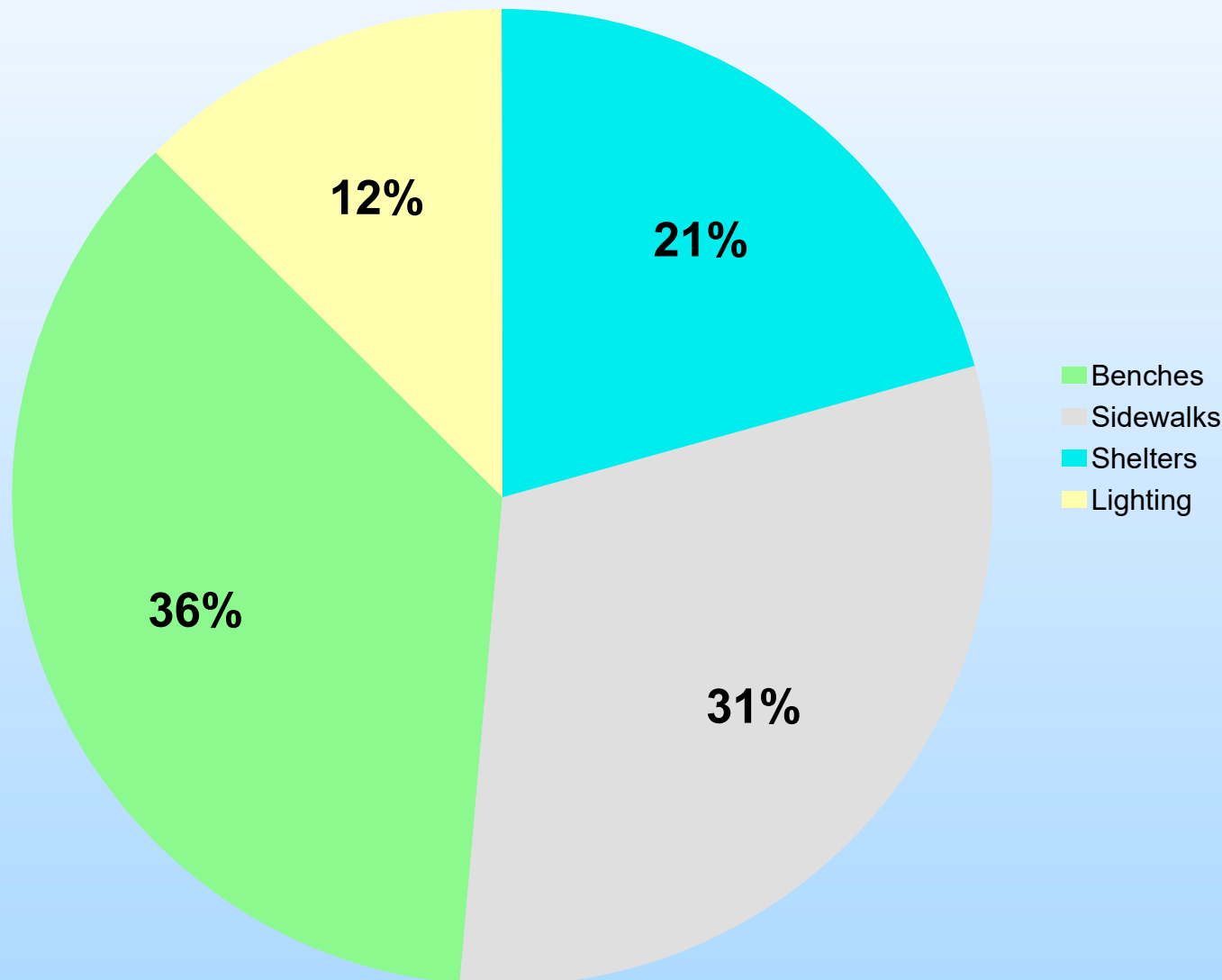


Source: ETC Institute (2020)

**TRENDS**

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

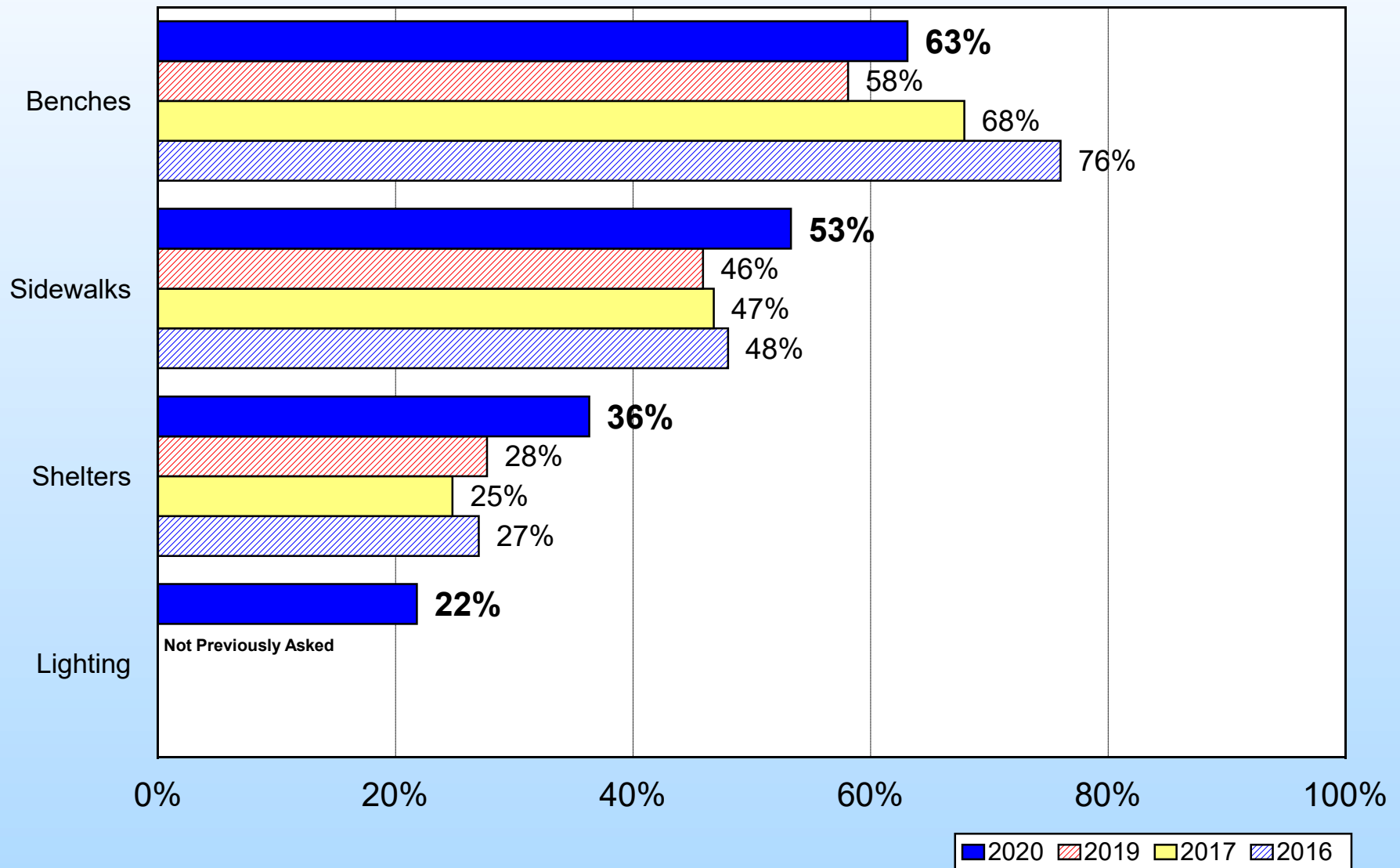
by percentage of respondents ("without not provided")



Source: ETC Institute (2020)

# Q7. Does Respondent's Primary Boarding Stop Have Any of the Following Facilities

by percentage of respondents ("without not provided")



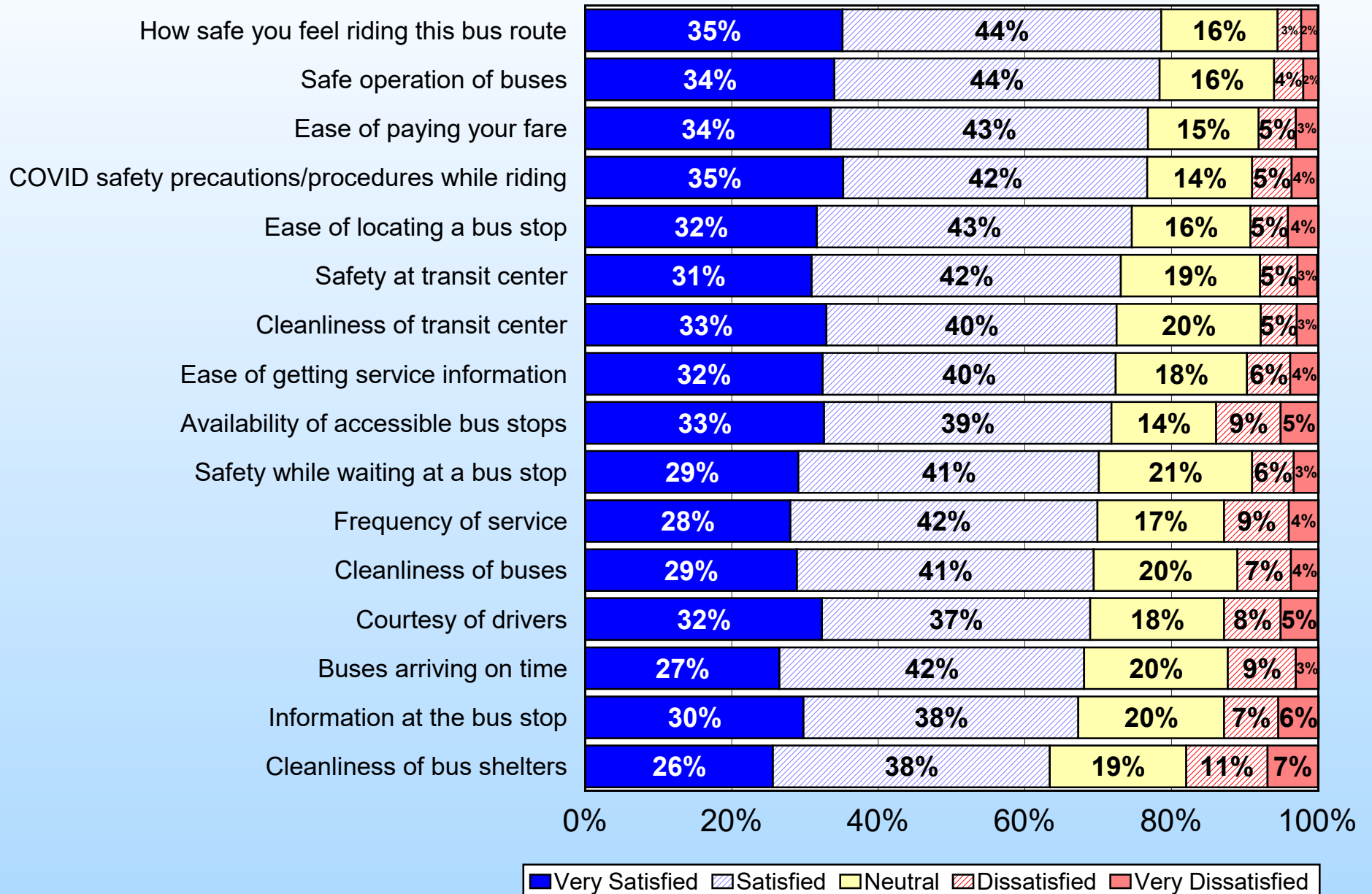
Source: ETC Institute (2020)

**TRENDS**



# Q8. Satisfaction with Service

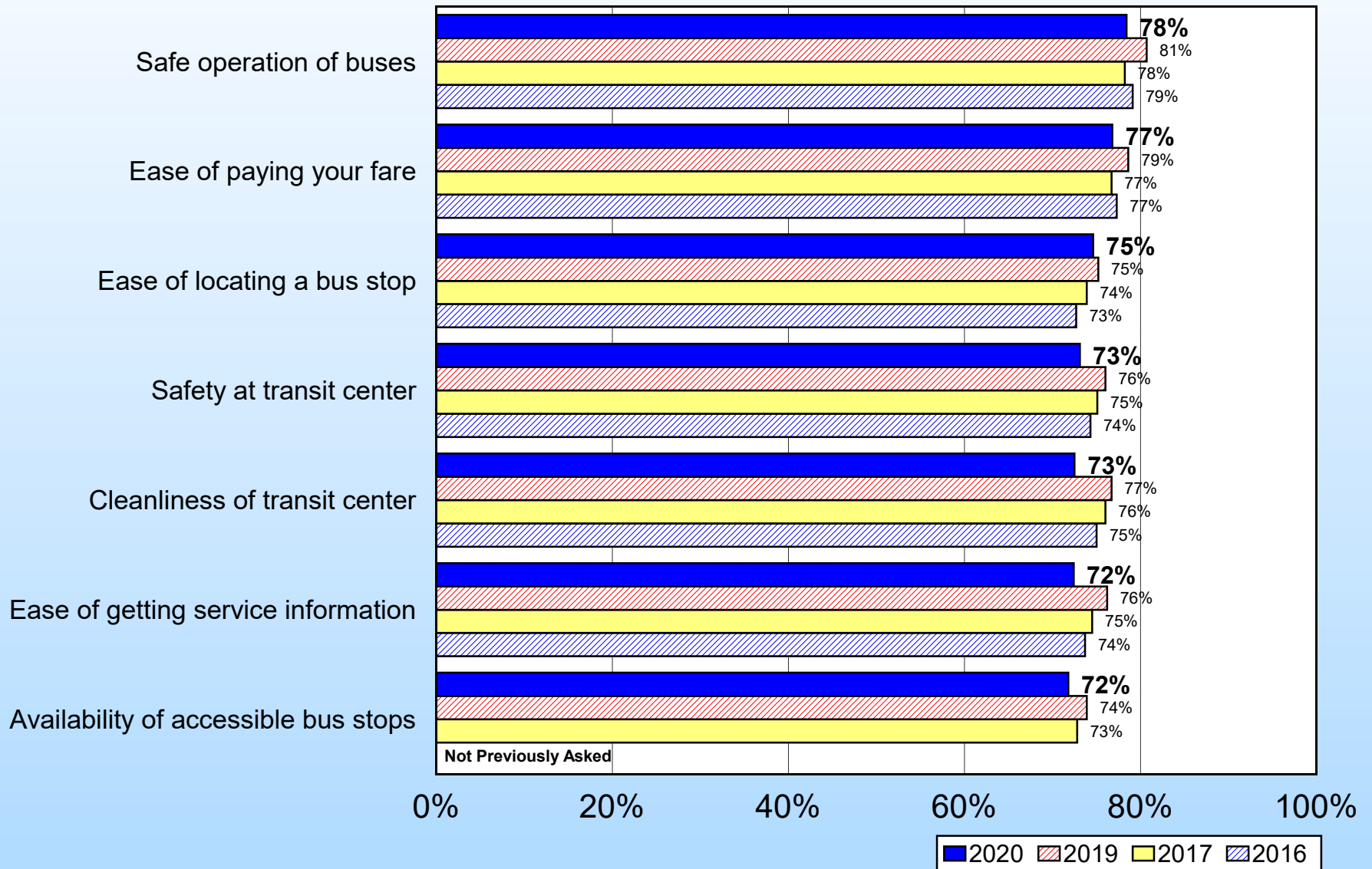
by percentage of respondents ("without not provided")



Source: ETC Institute (2020)

## Q8. Satisfaction with Service

by percentage of respondents who rated the item as "Very Satisfied" or "Satisfied" (without "not provided")

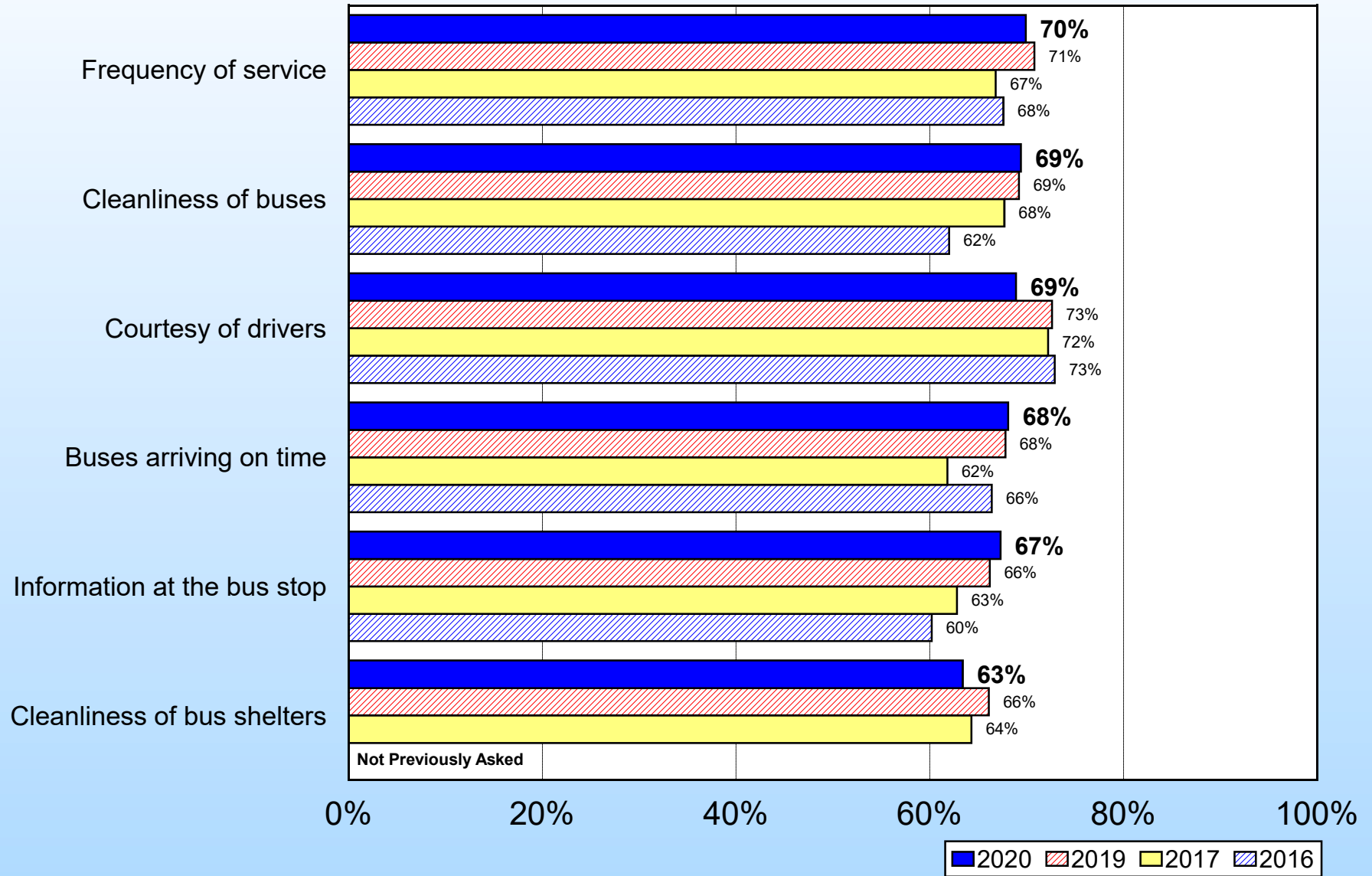


Source: ETC Institute (2020)

**TRENDS**

## Q8. Satisfaction with Service

by percentage of respondents who rated the item as "Very Satisfied" or "Satisfied" (without "not provided")

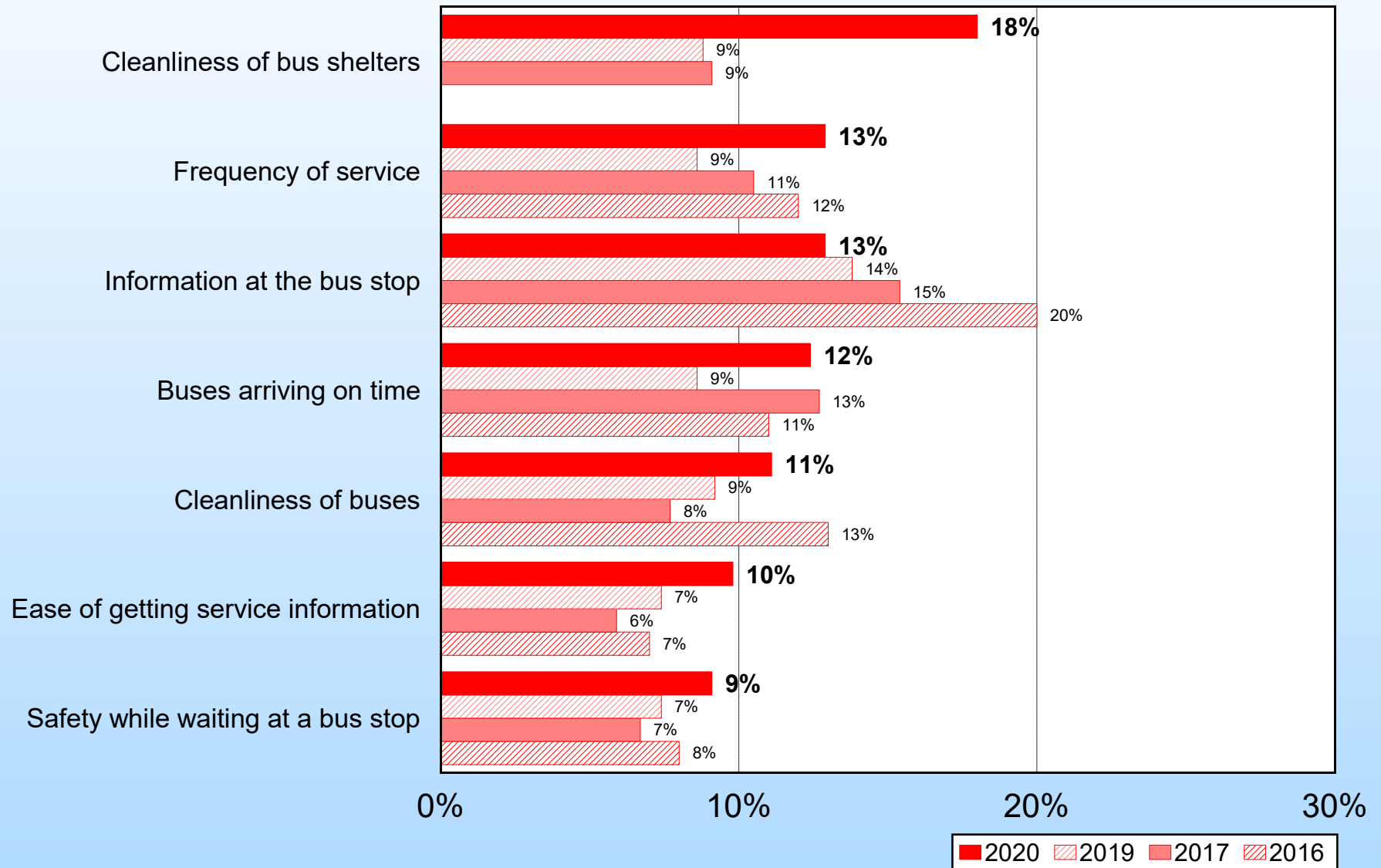


Source: ETC Institute (2020)

**TRENDS**

## Q8. Dissatisfaction with Service

by percentage of respondents who rated the item as "Dissatisfied" or "Very Dissatisfied" (without "not provided")

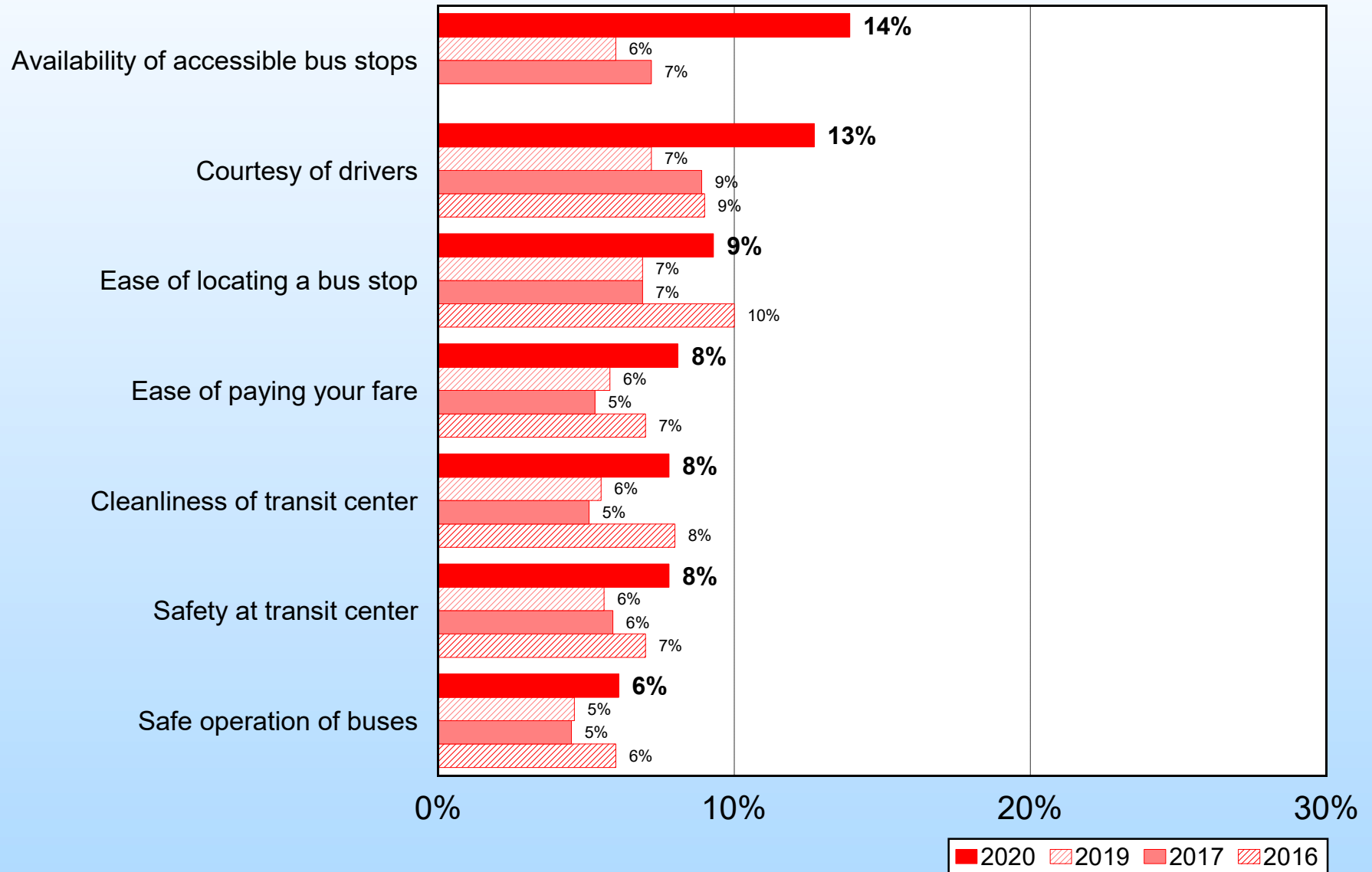


Source: ETC Institute (2020)

**TRENDS**

## Q8. Dissatisfaction with Service

by percentage of respondents who rated the item as "Dissatisfied" or "Very Dissatisfied" (without "not provided")

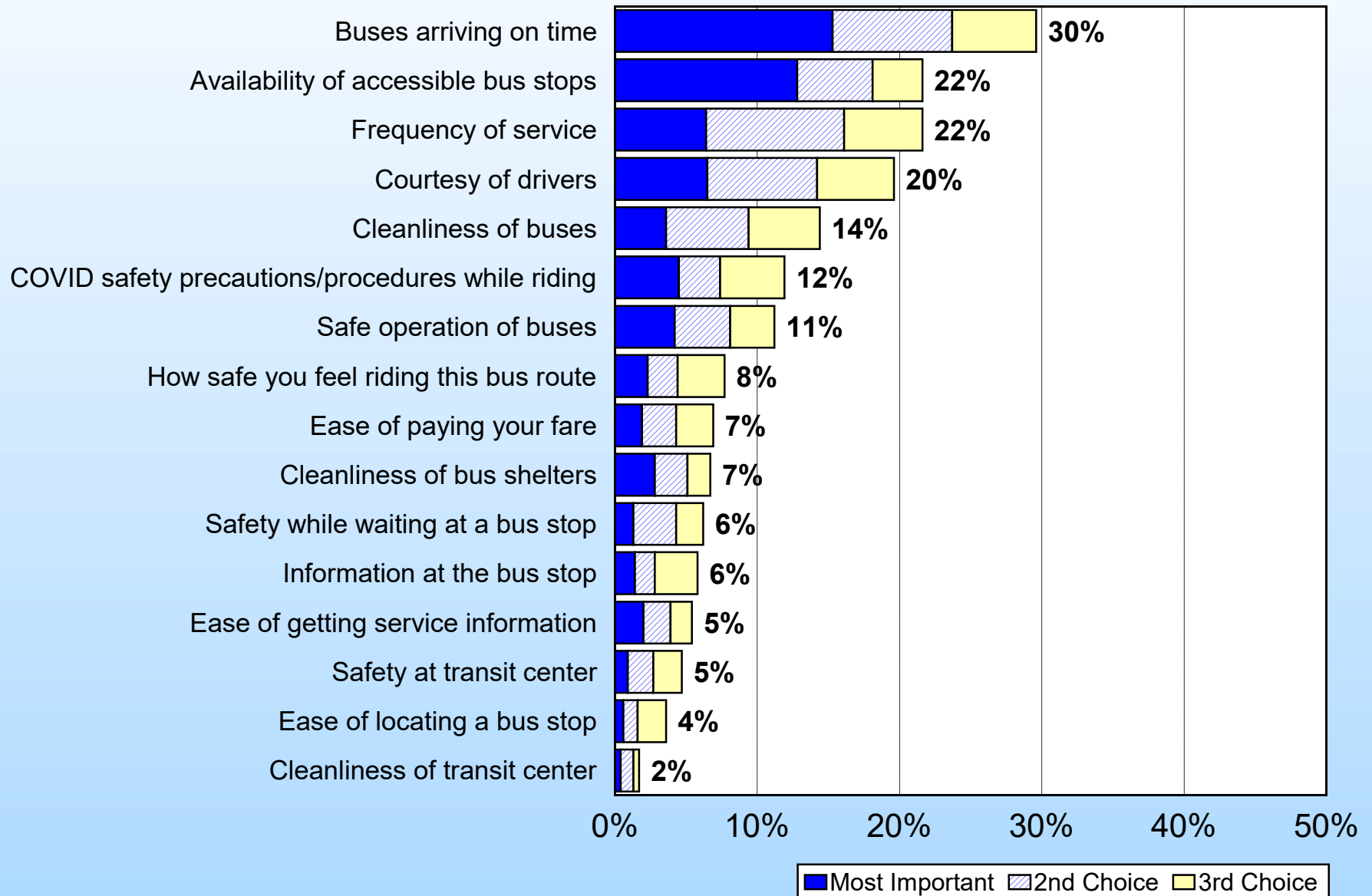


Source: ETC Institute (2020)

**TRENDS**

## Q8a. Importance of Service Items

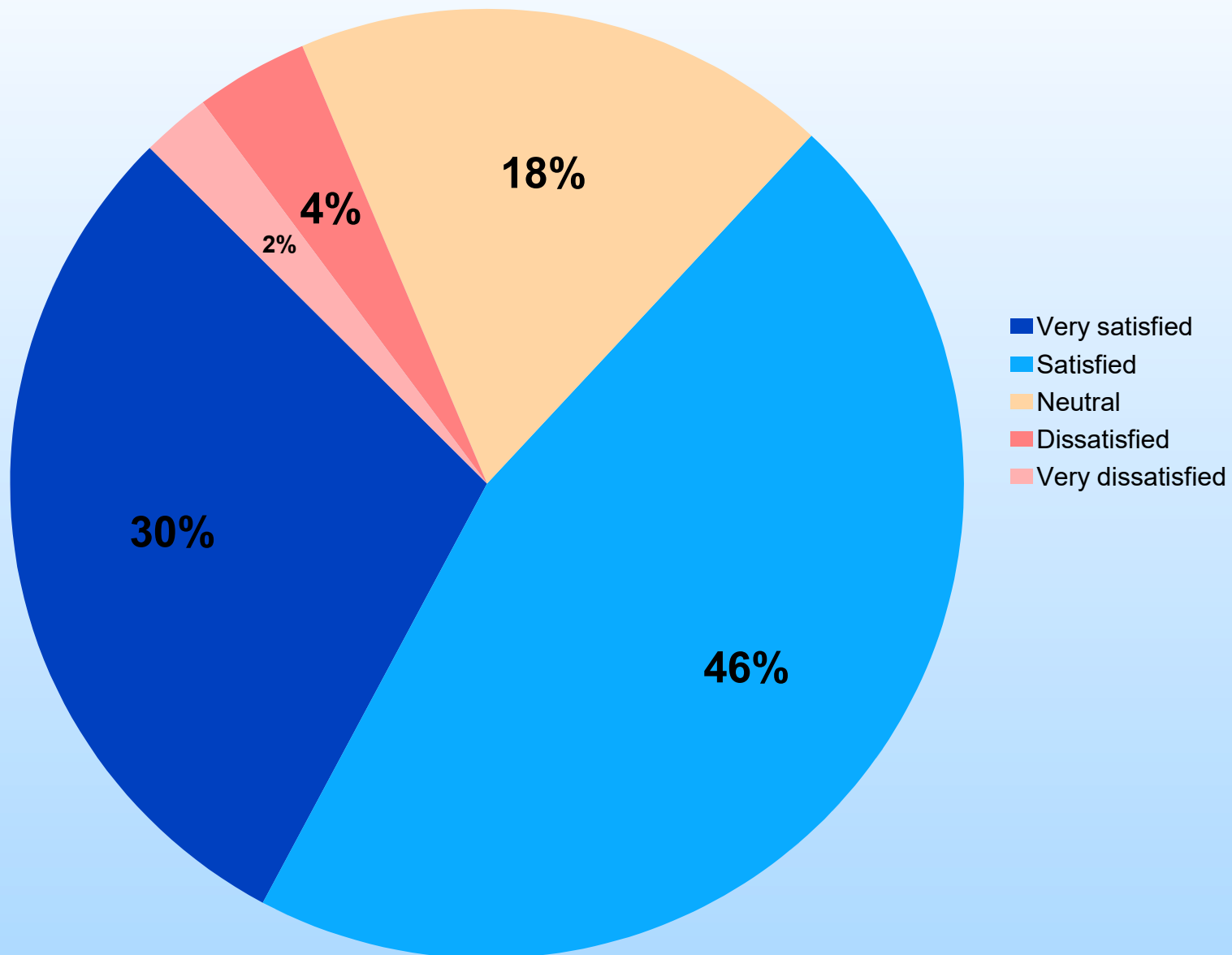
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2020)

## Q8b. Satisfaction with EMBARK Fixed Route Service

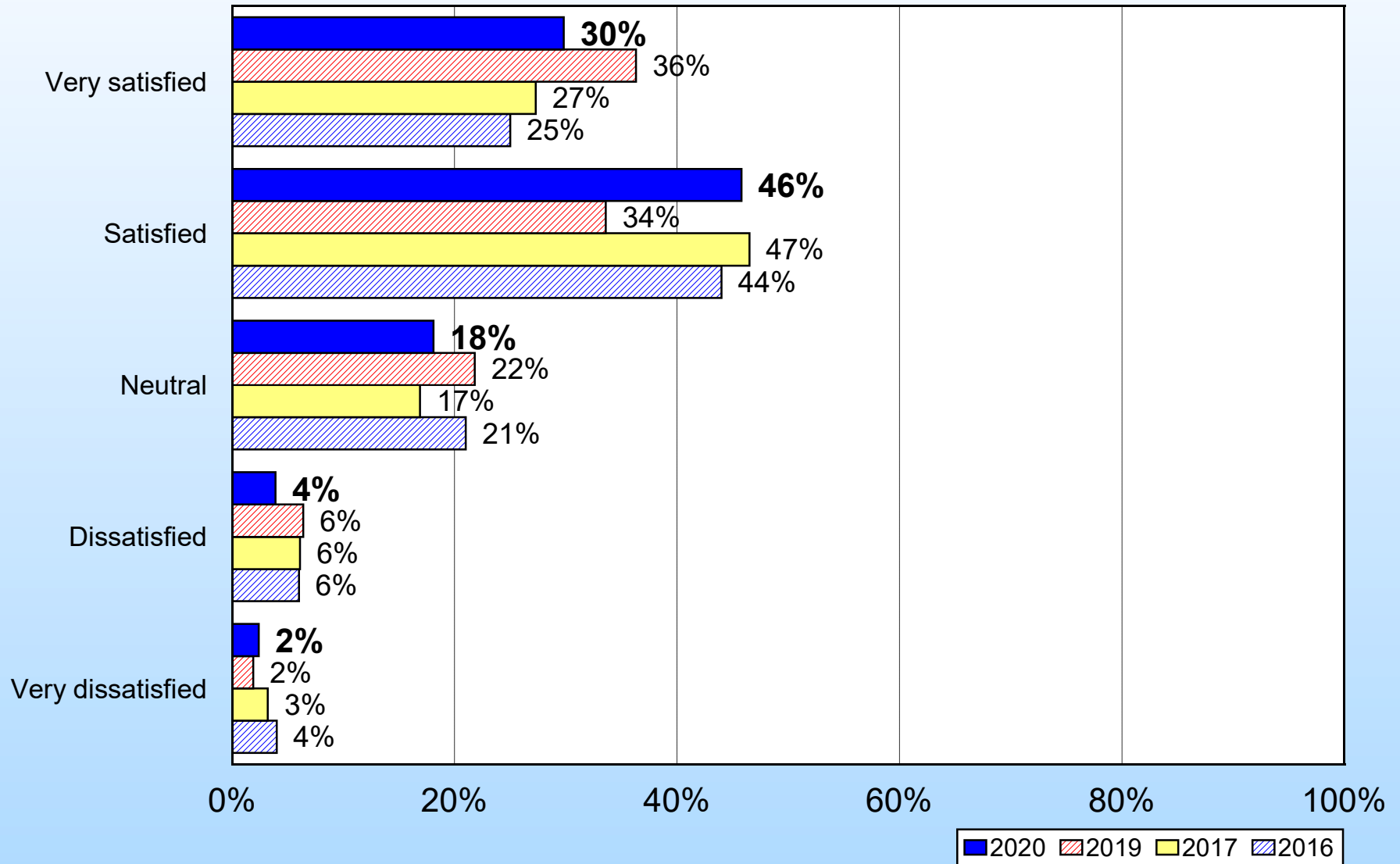
by percentage of respondents ("without not provided")



Source: ETC Institute (2020)

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

by percentage of respondents ("without not provided")



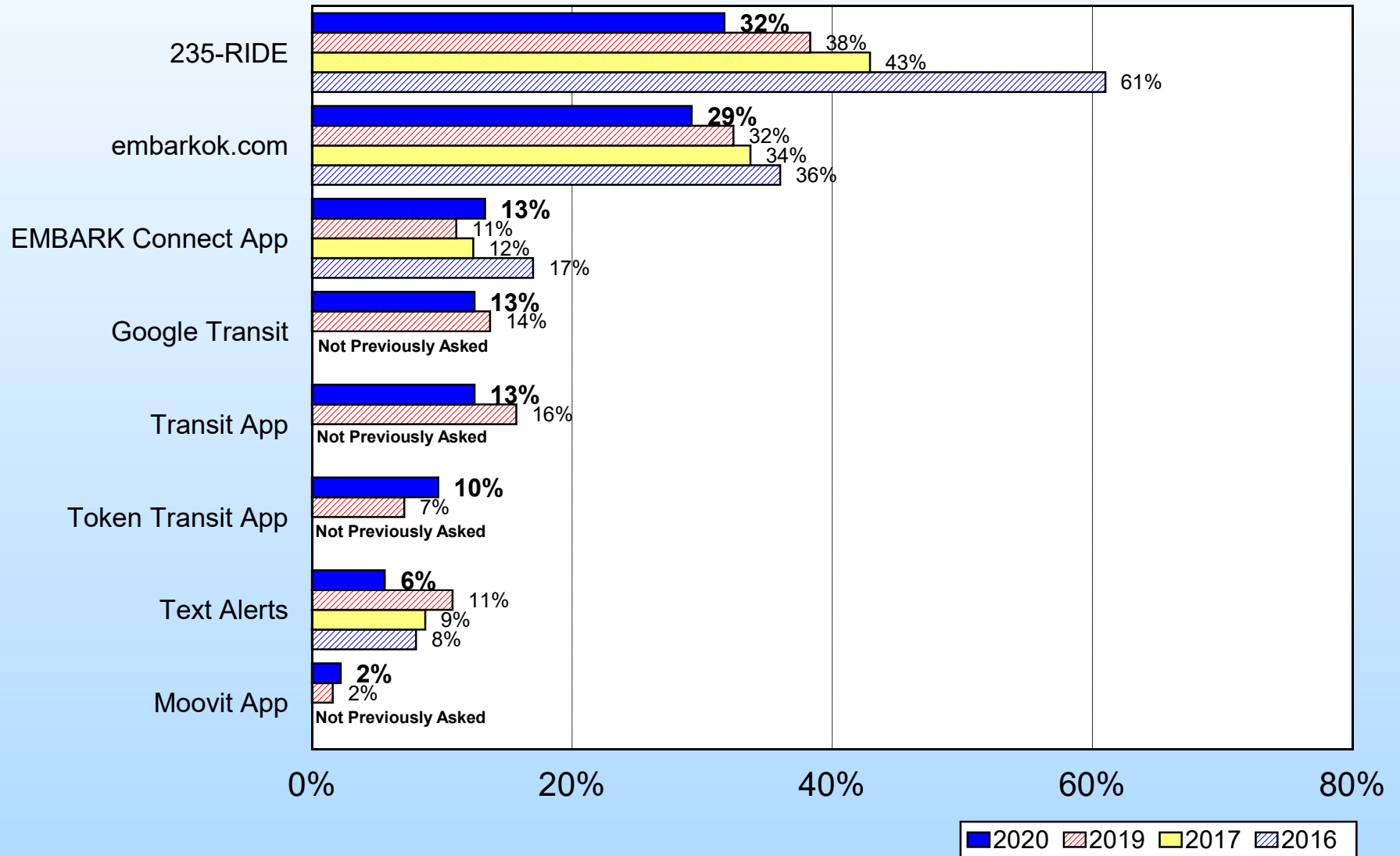
Source: ETC Institute (2020)

**TRENDS**



# Q9. Has Respondent Used Any of the Following Trip Planning Tools

by percentage of respondents ("without not provided")

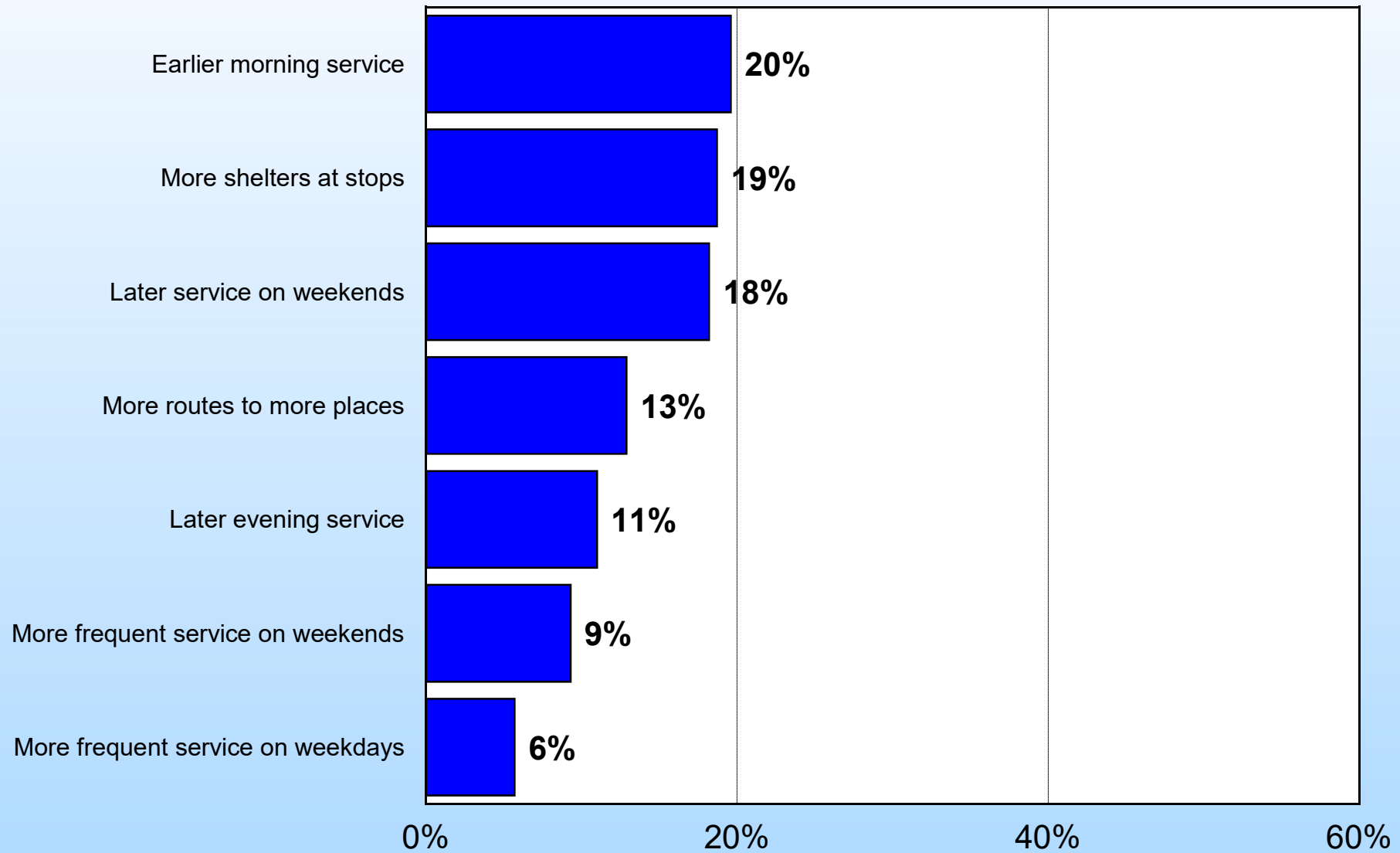


Source: ETC Institute (2020)

**TRENDS**

# Q10. Improvement Respondent Would Like to See in Transit Service in the Area

by percentage of respondents ("without not provided")

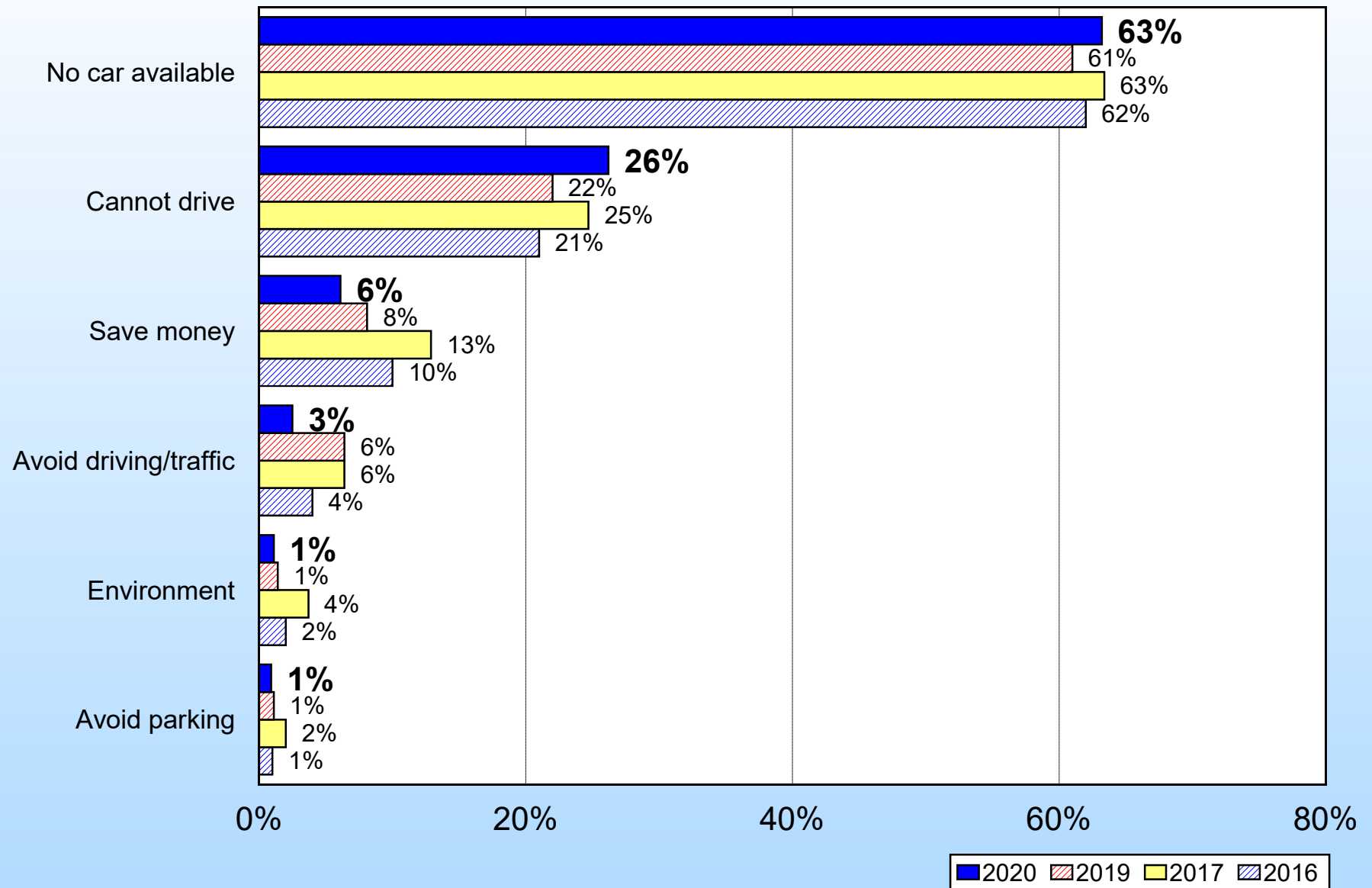


Source: ETC Institute (2020)

**TRENDS**

# Q11. Primary Reason Respondent Uses Transit

by percentage of respondents ("without not provided")



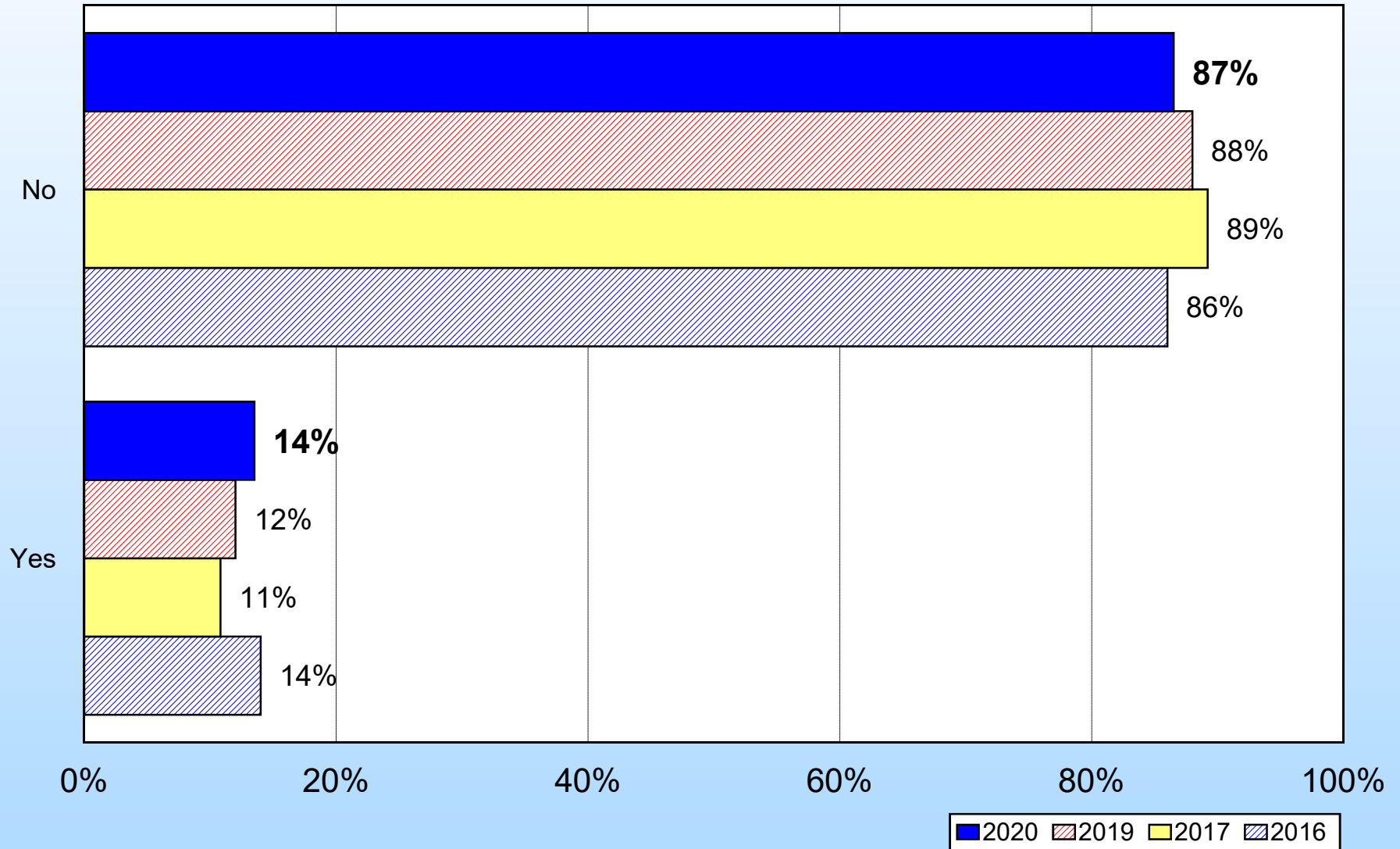
Source: ETC Institute (2020)

# TRENDS

# Demographics

# Q12. Does Respondent Speak a Language Other Than English at Home

by percentage of respondents (excluding “not provided”)

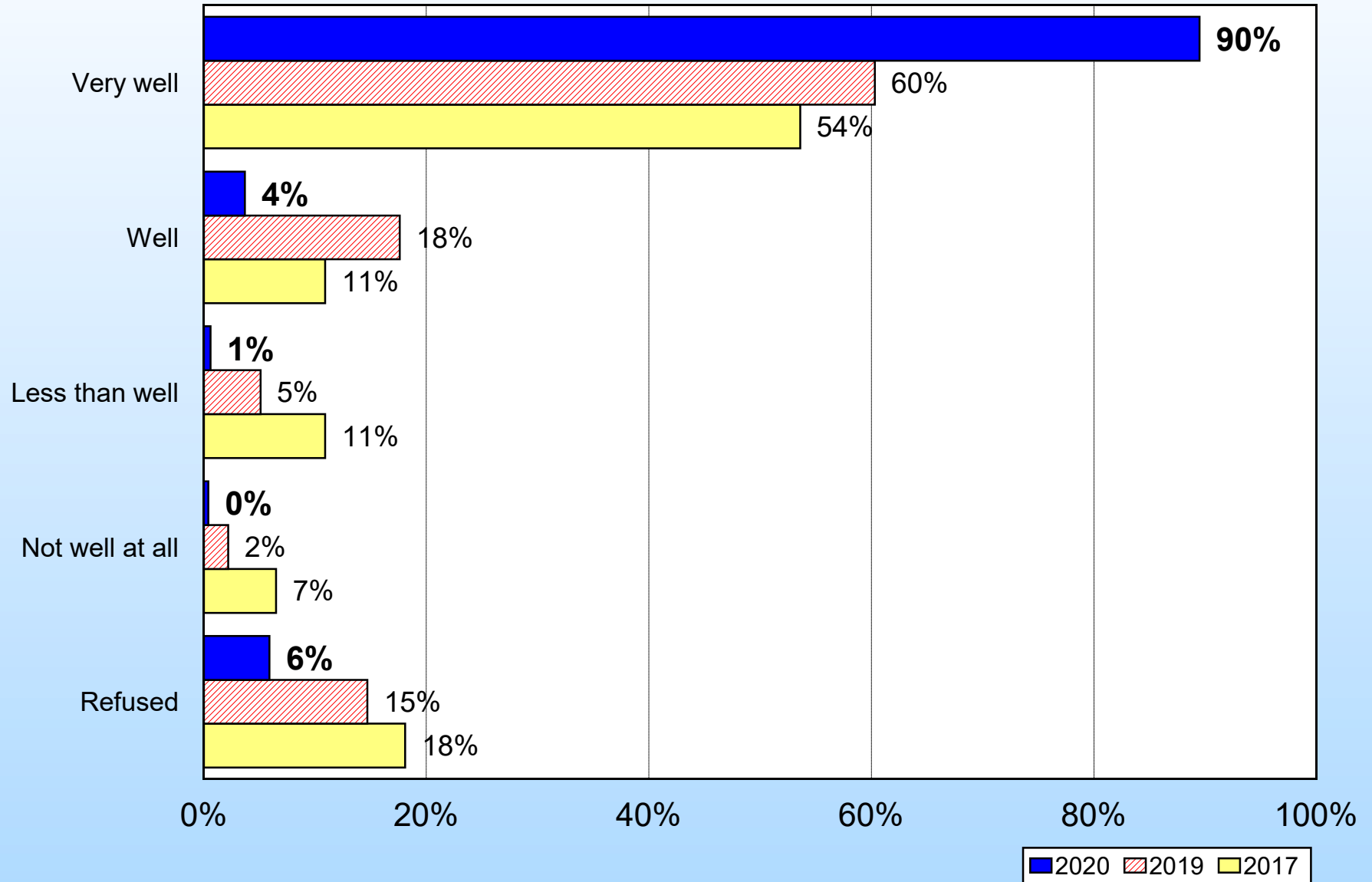


Source: ETC Institute (2020)

**TRENDS**

# Q12a. How well do you speak English?

by percentage of respondents

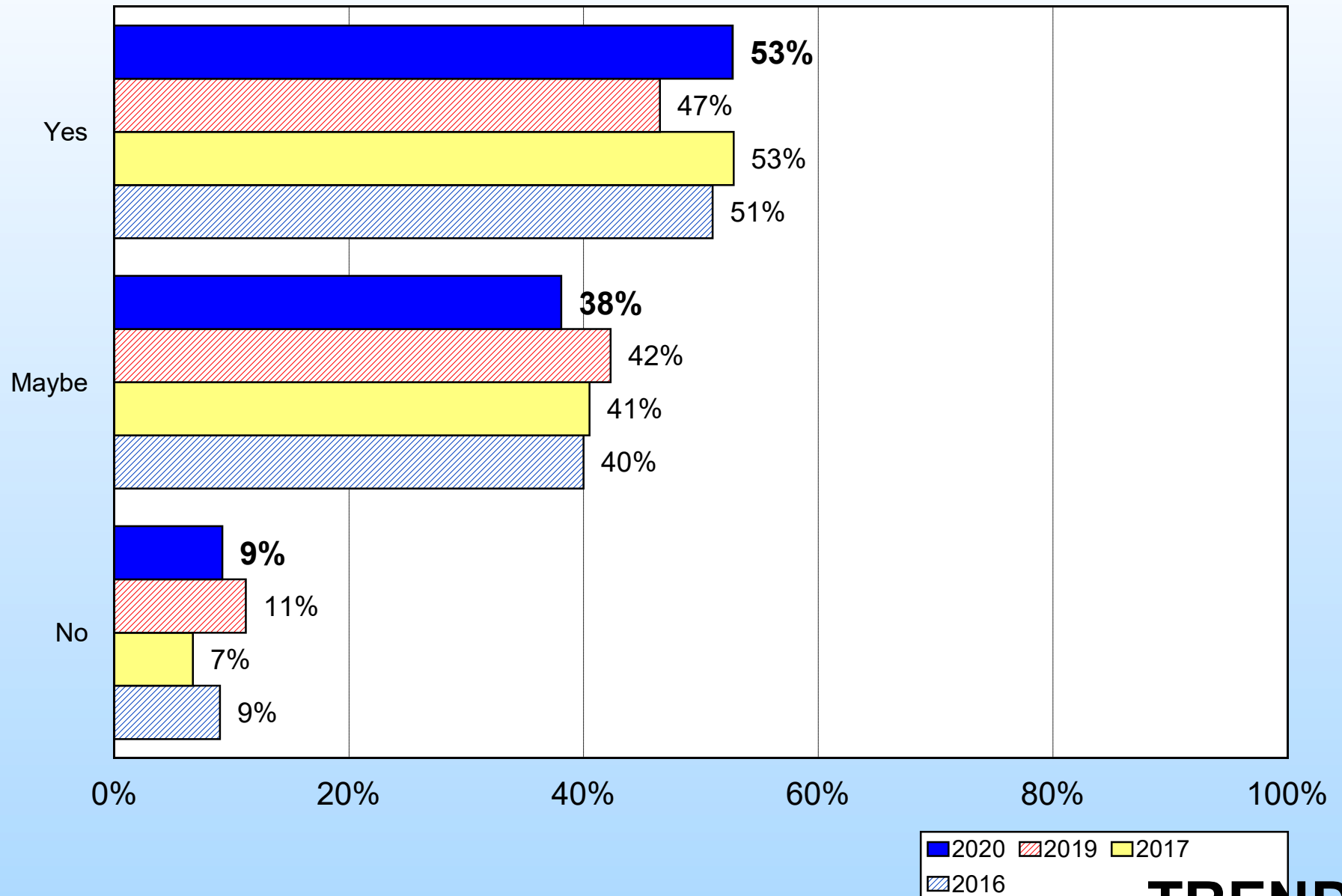


Source: ETC Institute (2020)

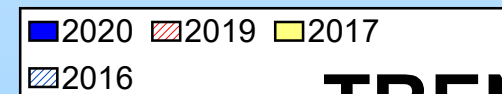
**TRENDS**

# Q13. Will You Still Be Using EMBARK 1 Year From Now

by percentage of respondents (excluding "not provided")



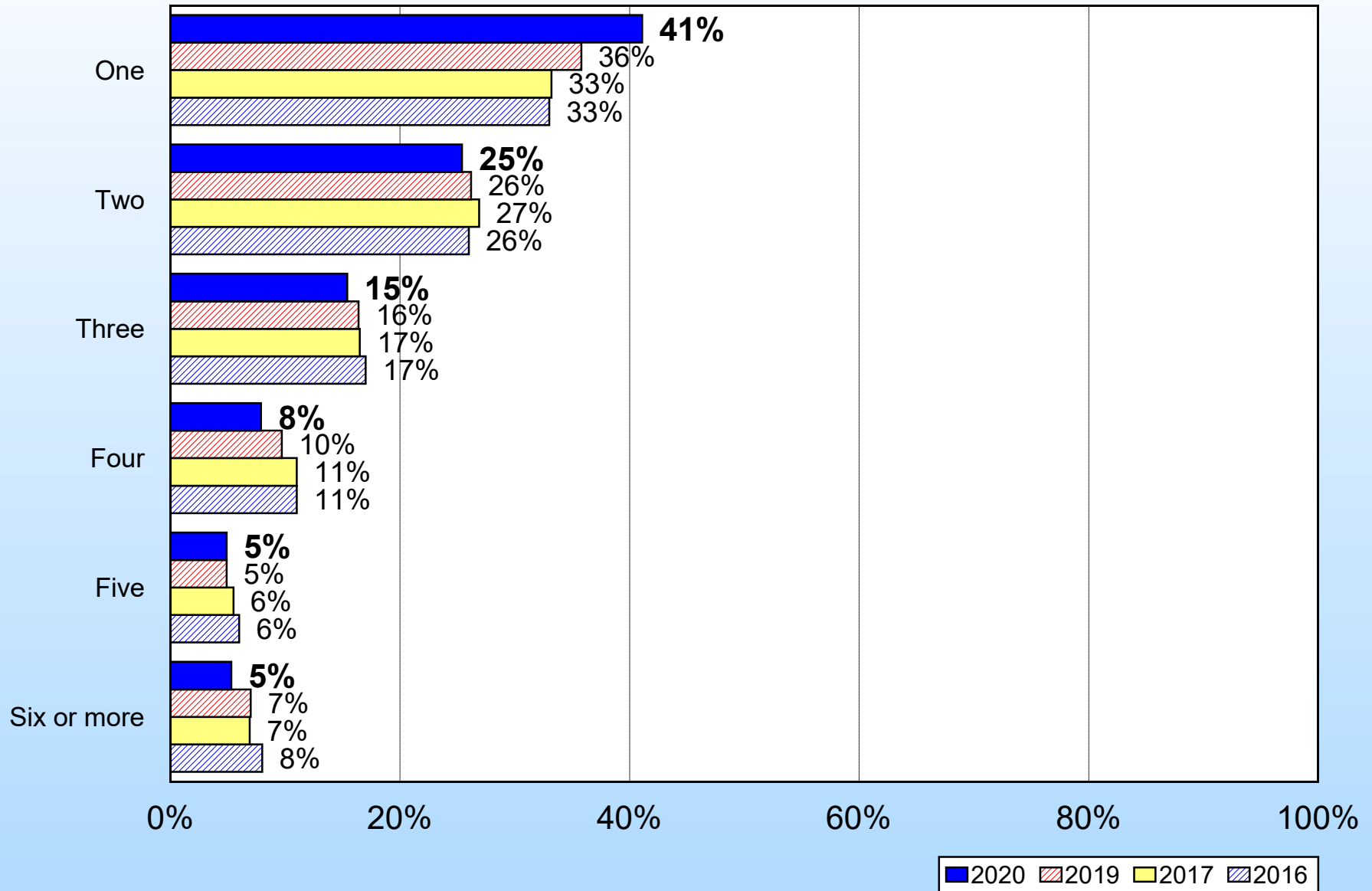
Source: ETC Institute (2020)



**TRENDS**

# Q14. Total Household Members

by percentage of respondents (excluding "not provided")



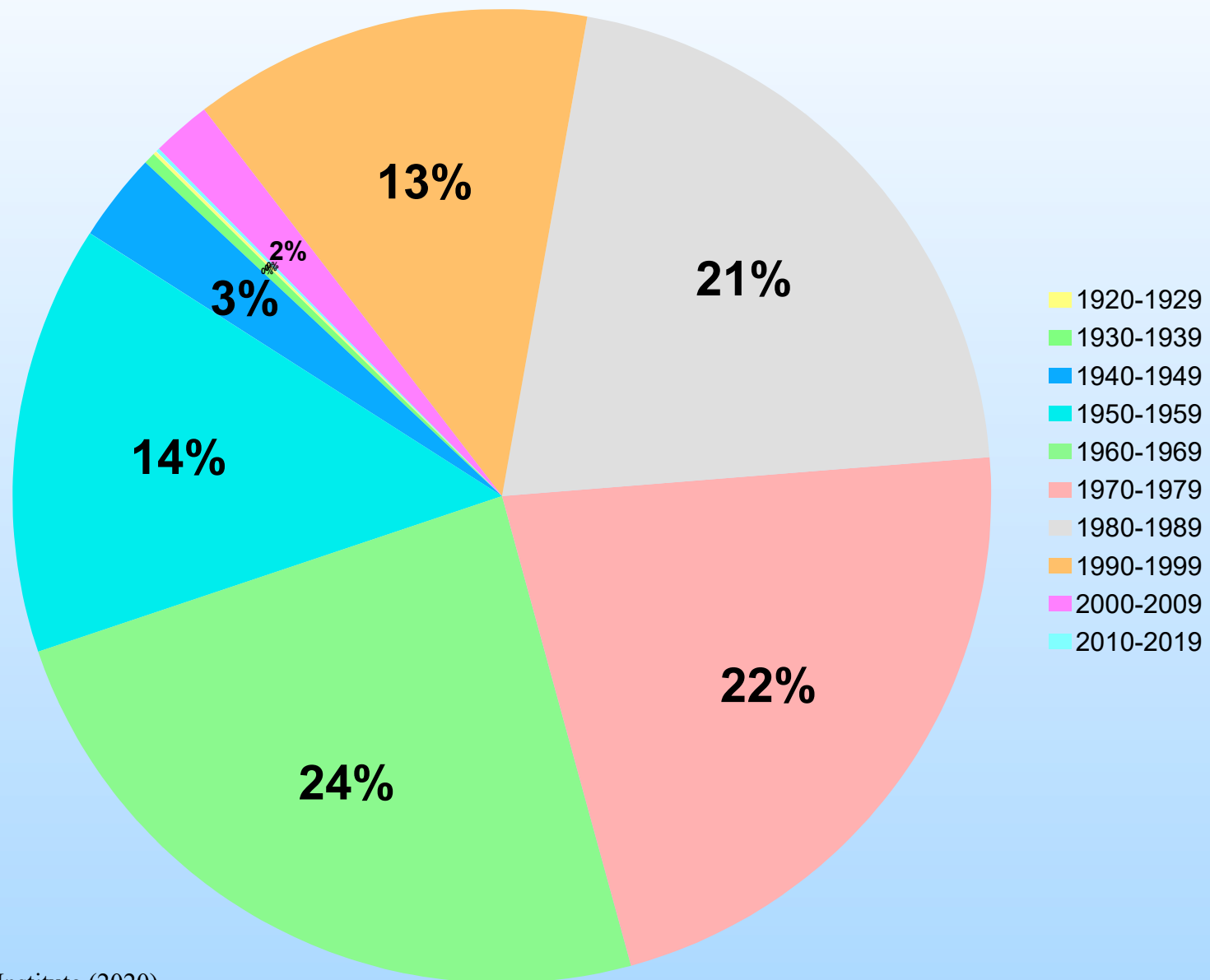
Source: ETC Institute (2020)

**TRENDS**



# Q15. What year were you born?

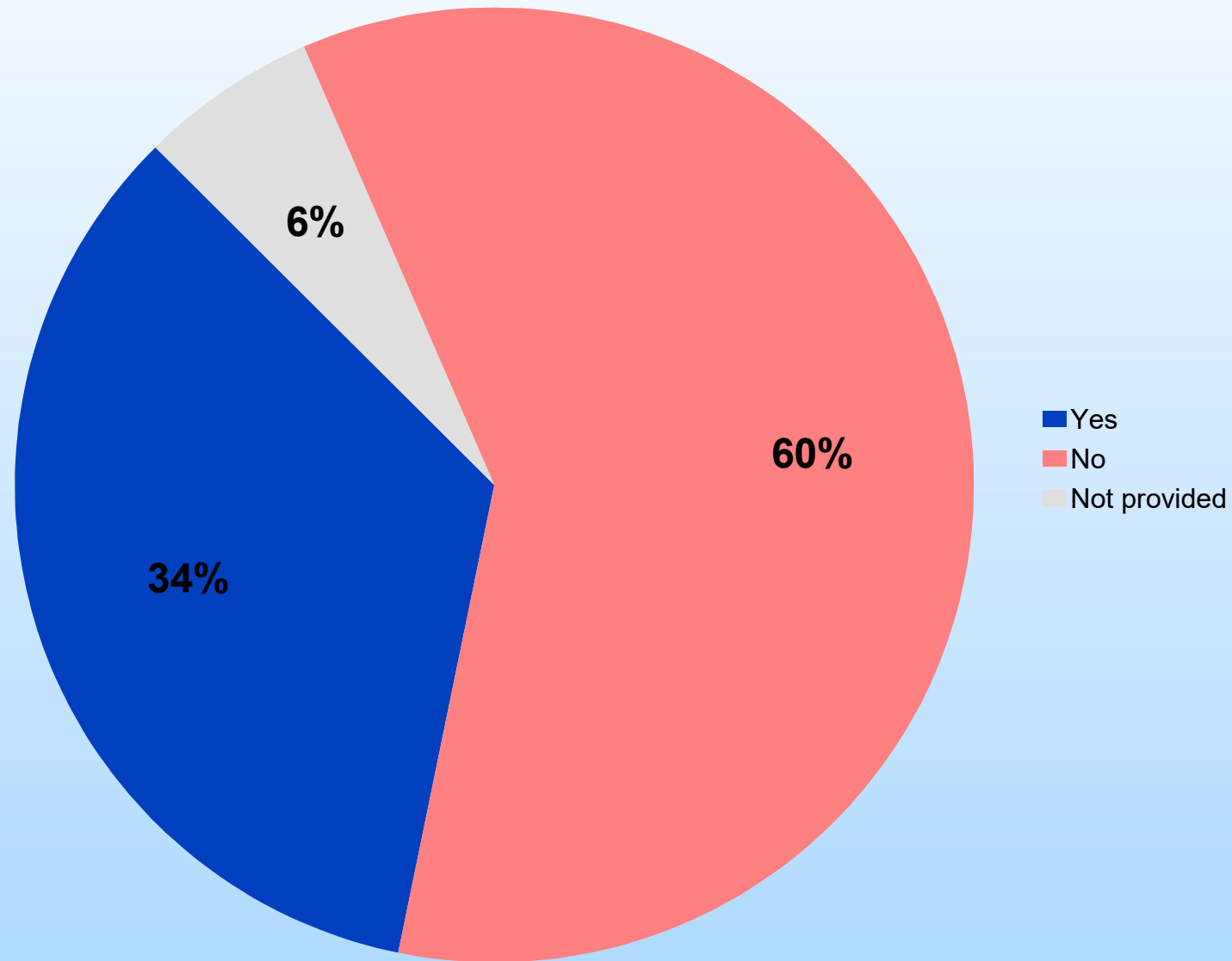
by percentage of respondents



Source: ETC Institute (2020)

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

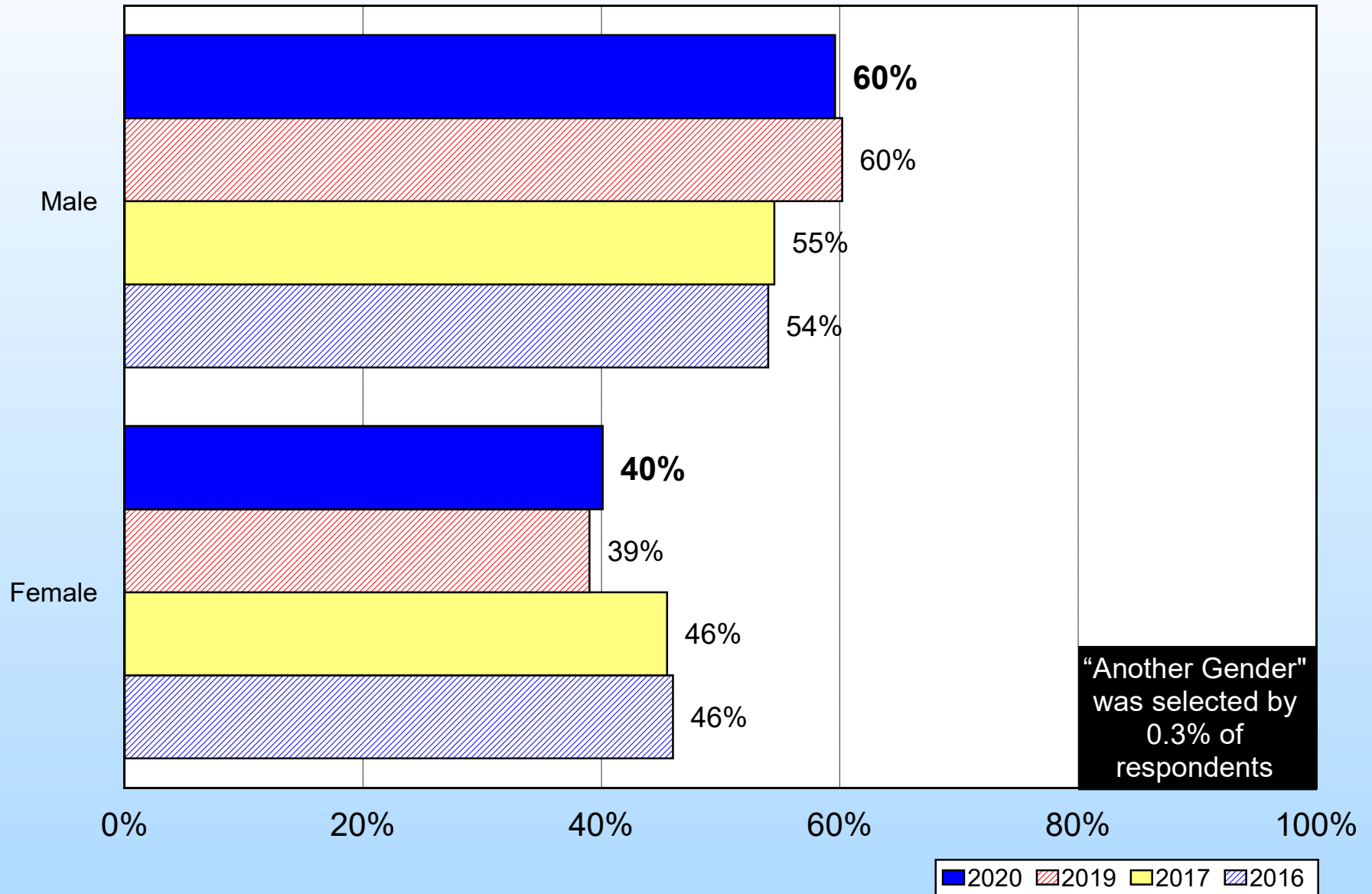
by percentage of respondents



Source: ETC Institute (2020)

# Q18. Gender

by percentage of respondents (excluding "prefer not to answer")

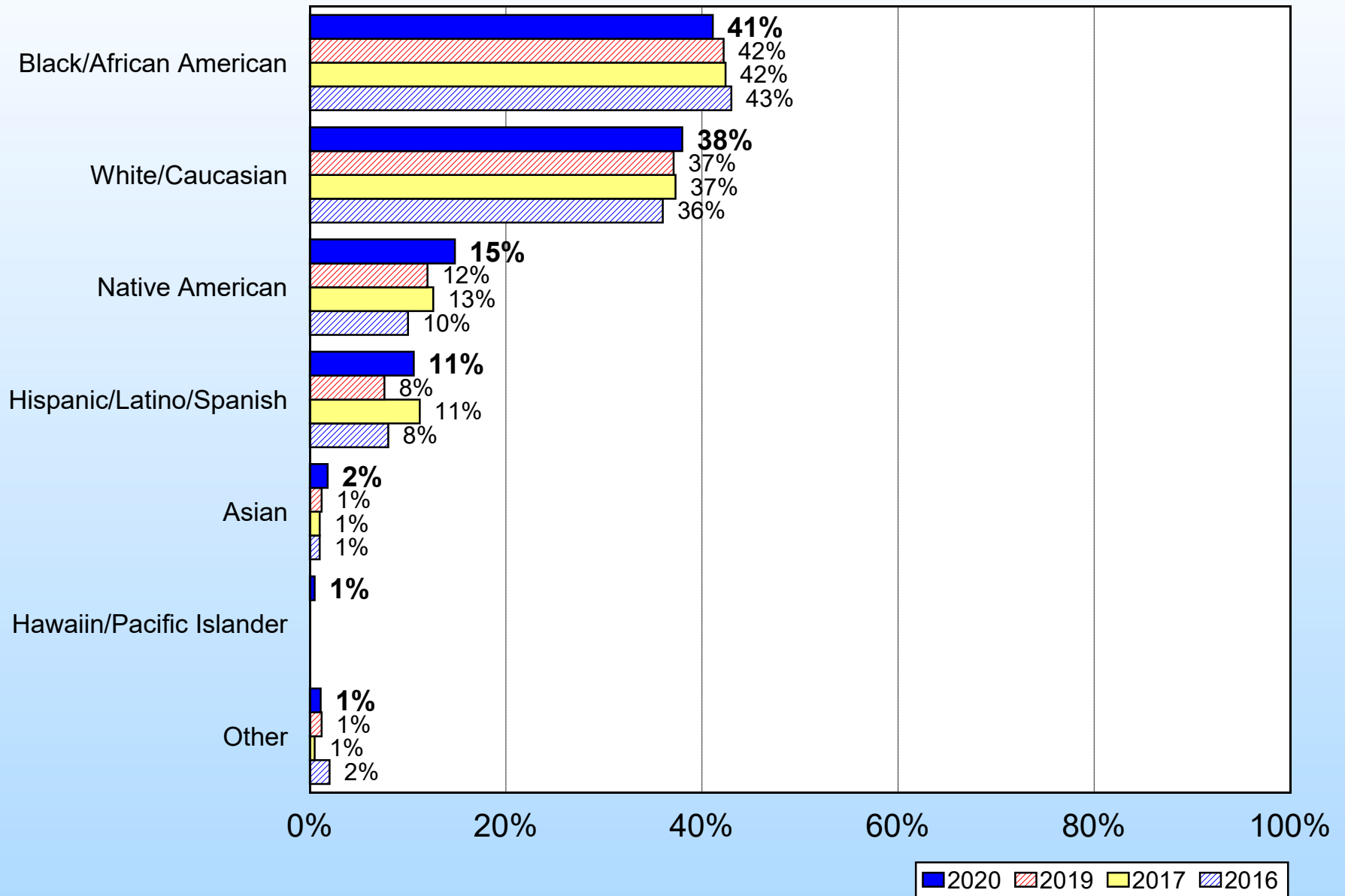


Source: ETC Institute (2020)

**TRENDS**

# Q19. Race

by percentage of respondents

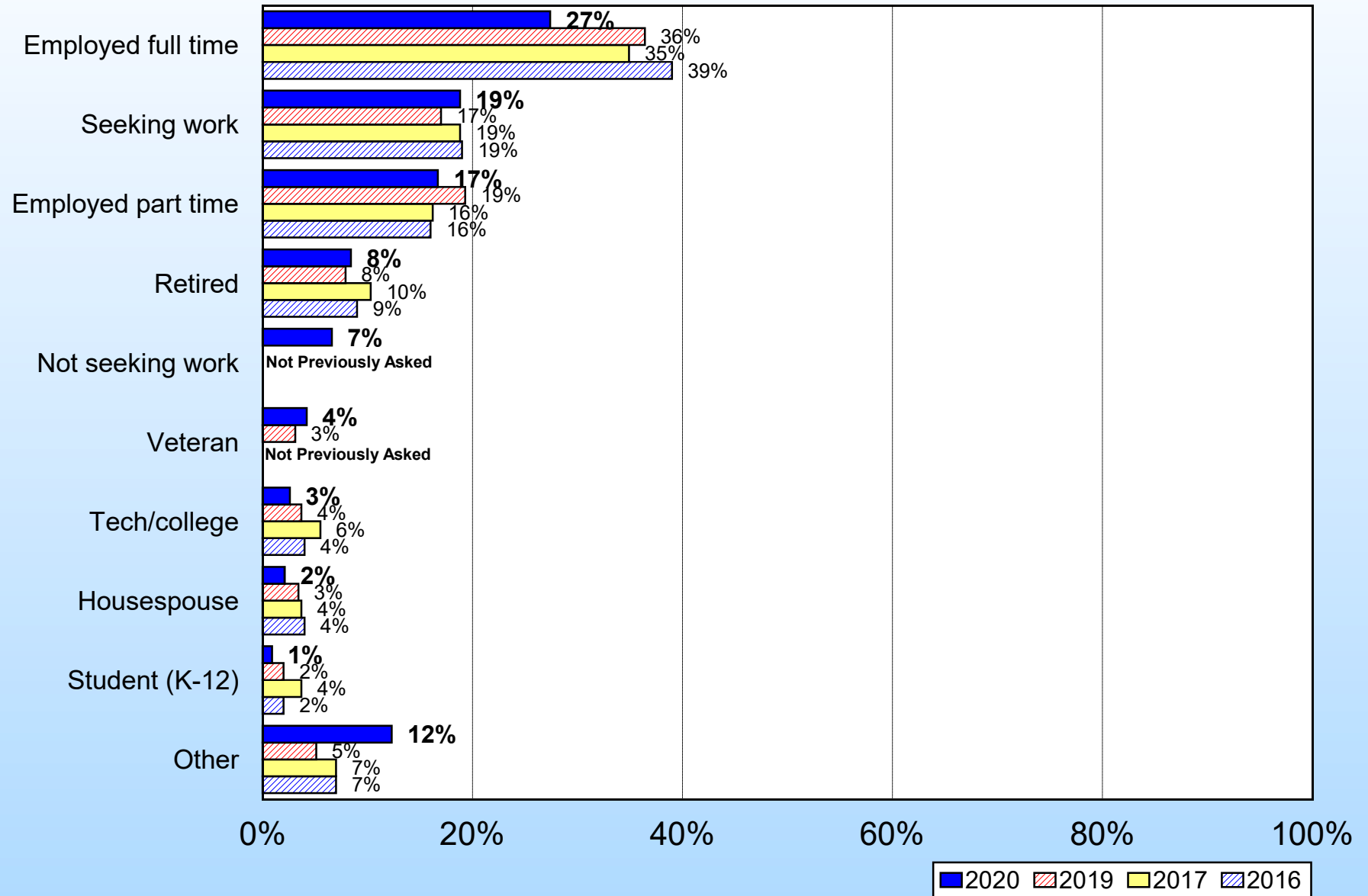


Source: ETC Institute (2020)

# TRENDS

# Q20. Employment Status

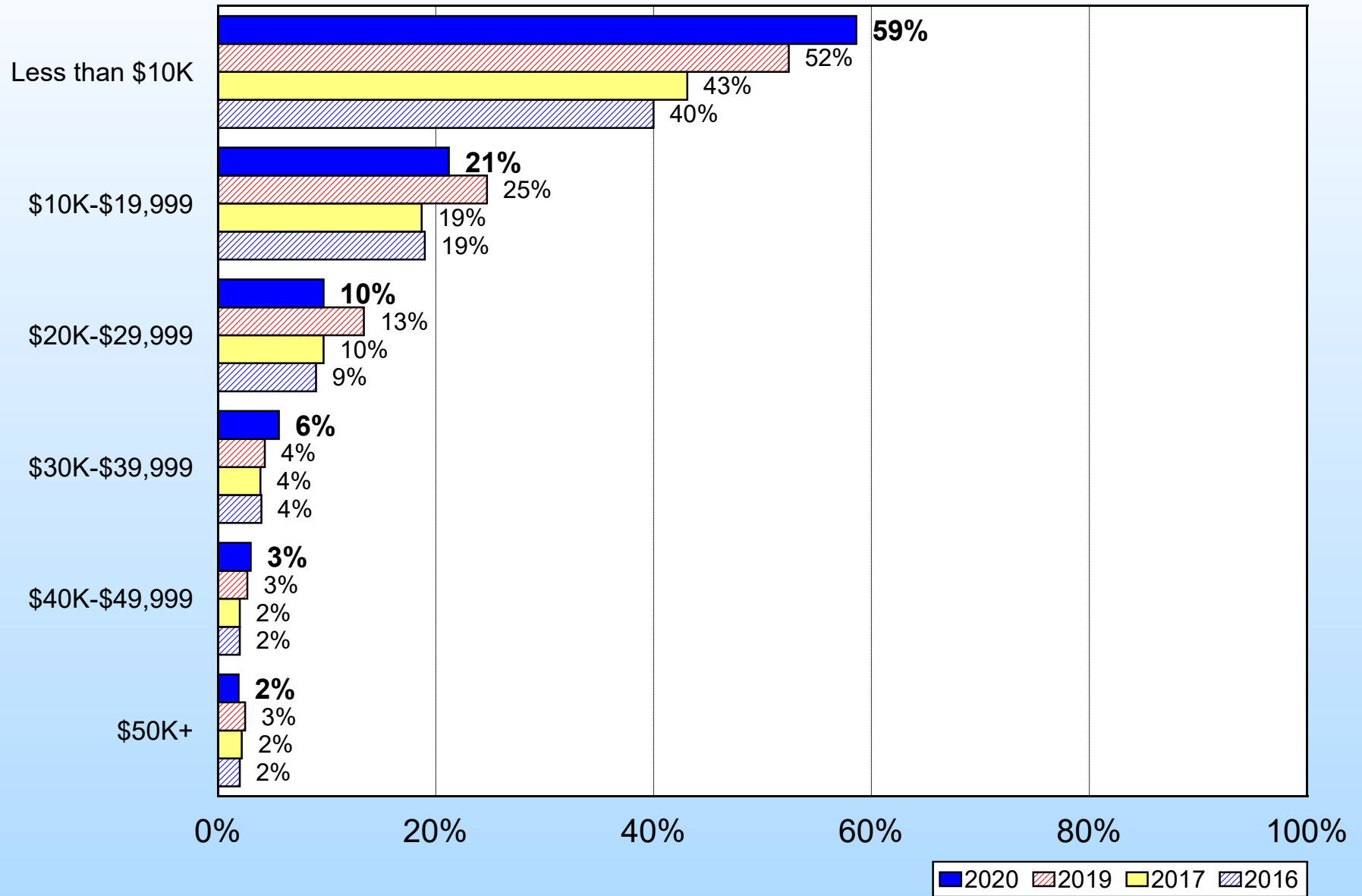
by percentage of respondents



Source: ETC Institute (2020)

# Q21. Annual Household Income in 2019

by percentage of respondents

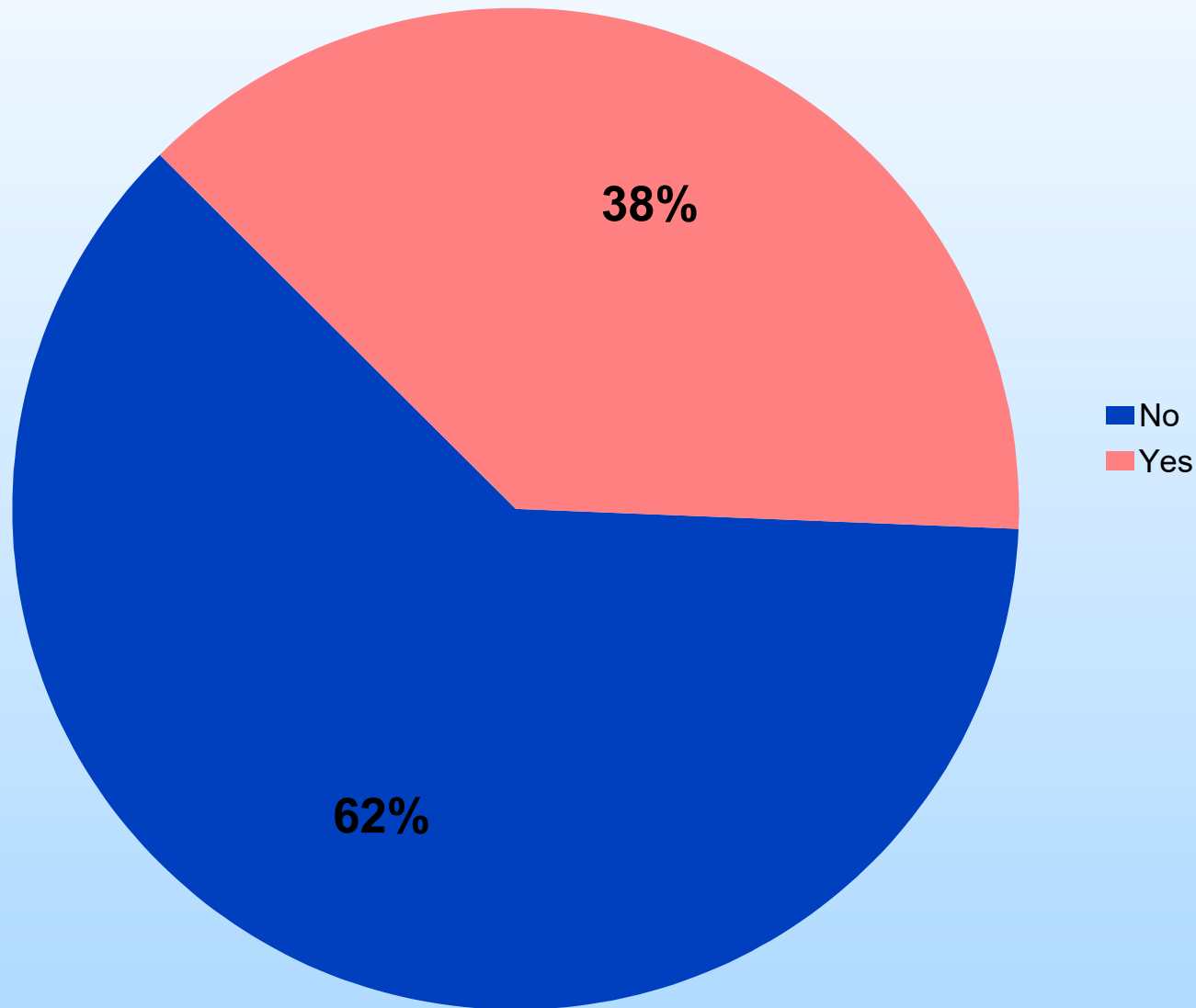


Source: ETC Institute (2020)

**TRENDS**

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

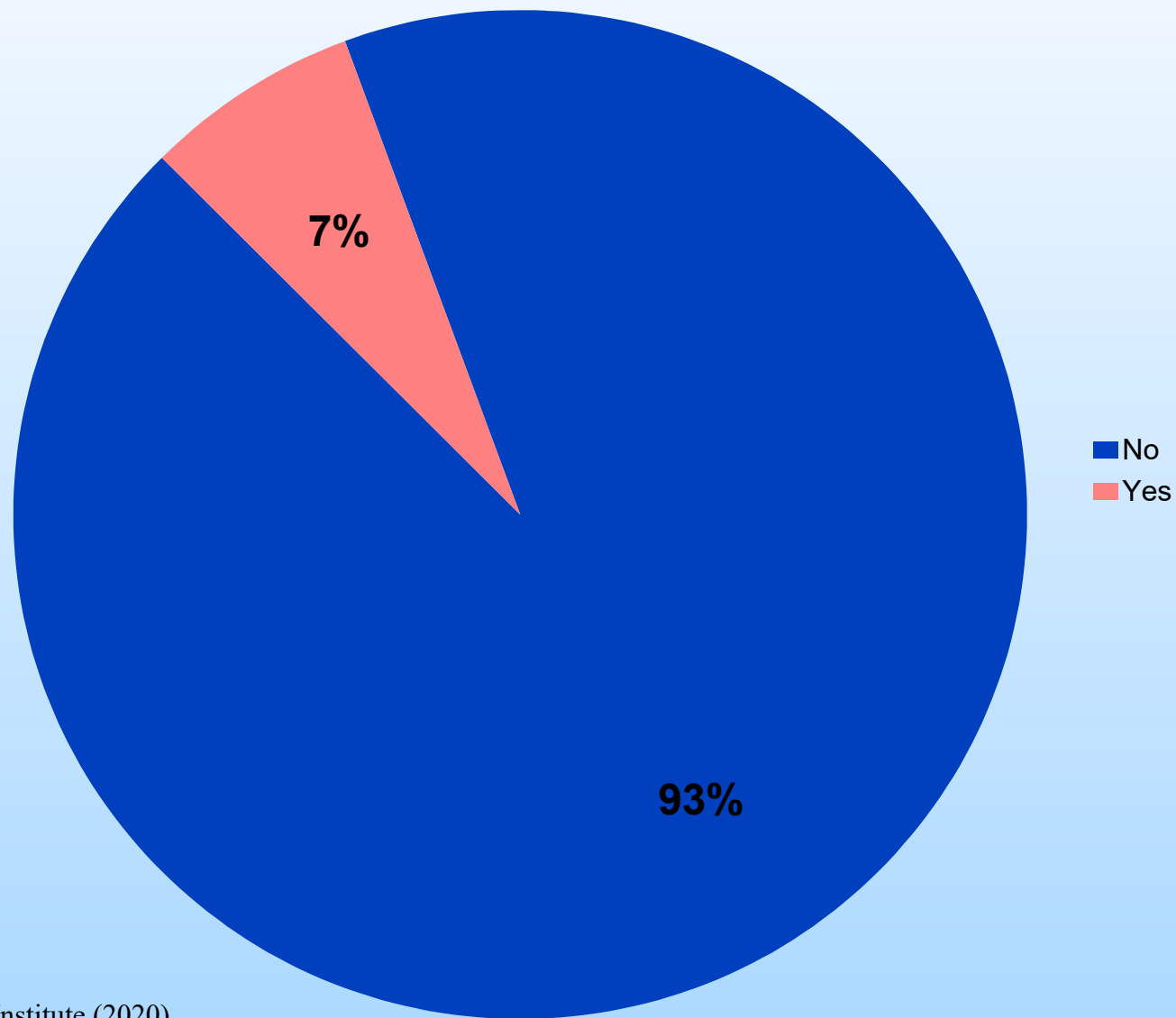
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020)

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

by percentage of respondents (excluding “not provided”)

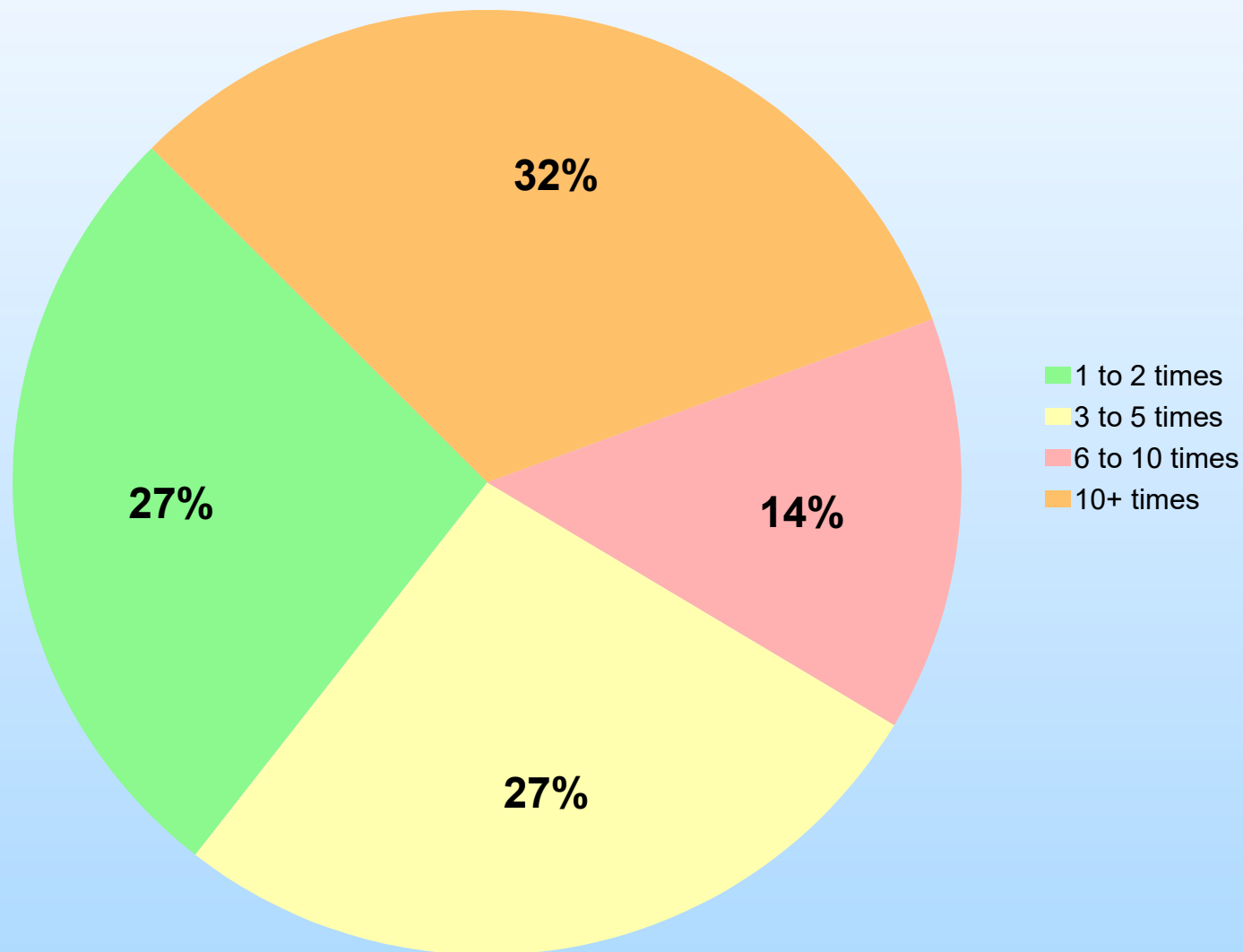


Source: ETC Institute (2020)



# Q23a. How many times have you utilized Plus ADA paratransit services in the last year?

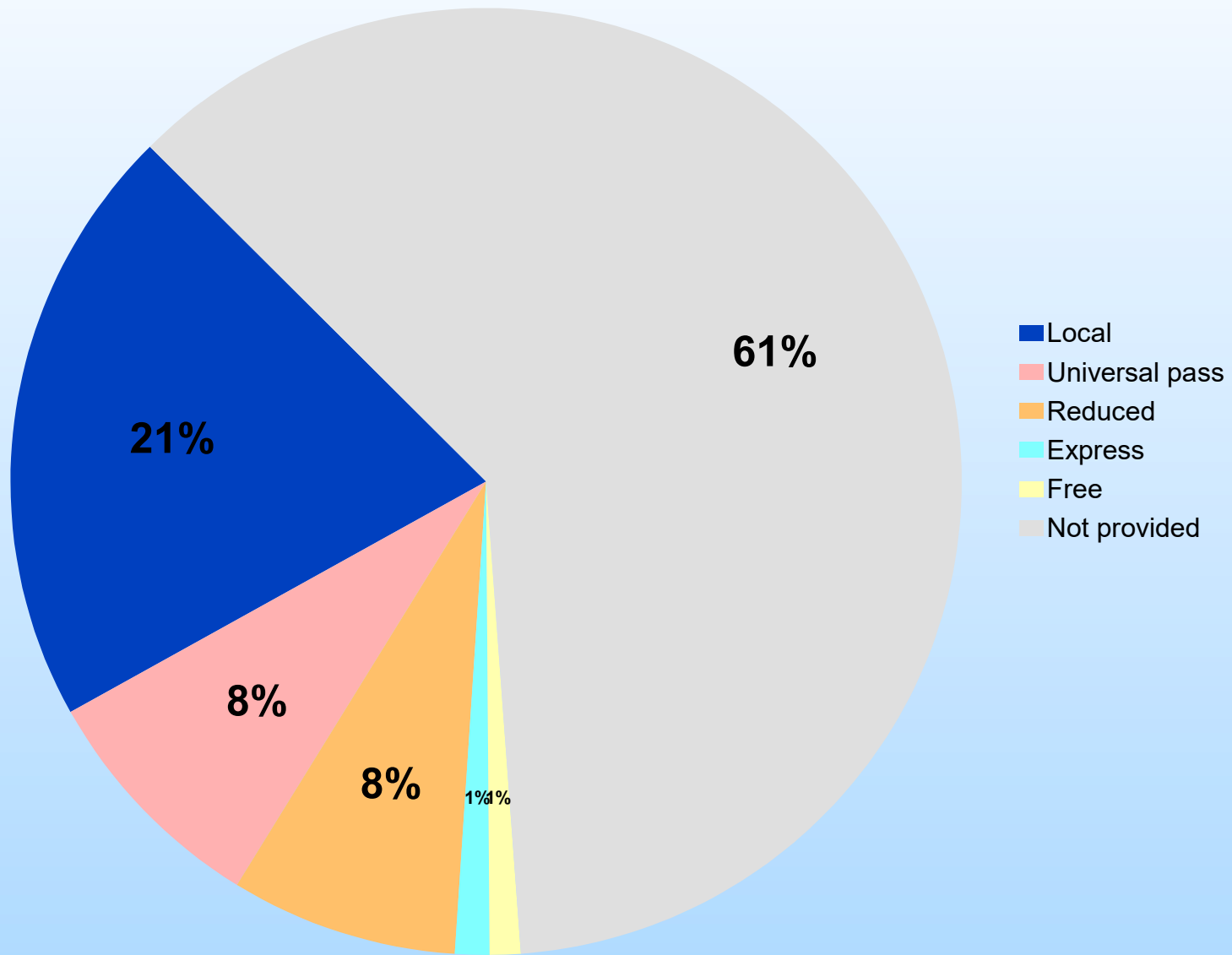
by percentage of respondents who indicated they have utilized Plus ADA paratransit



Source: ETC Institute (2020)

# Q35. What kind of pass did you use for this trip?

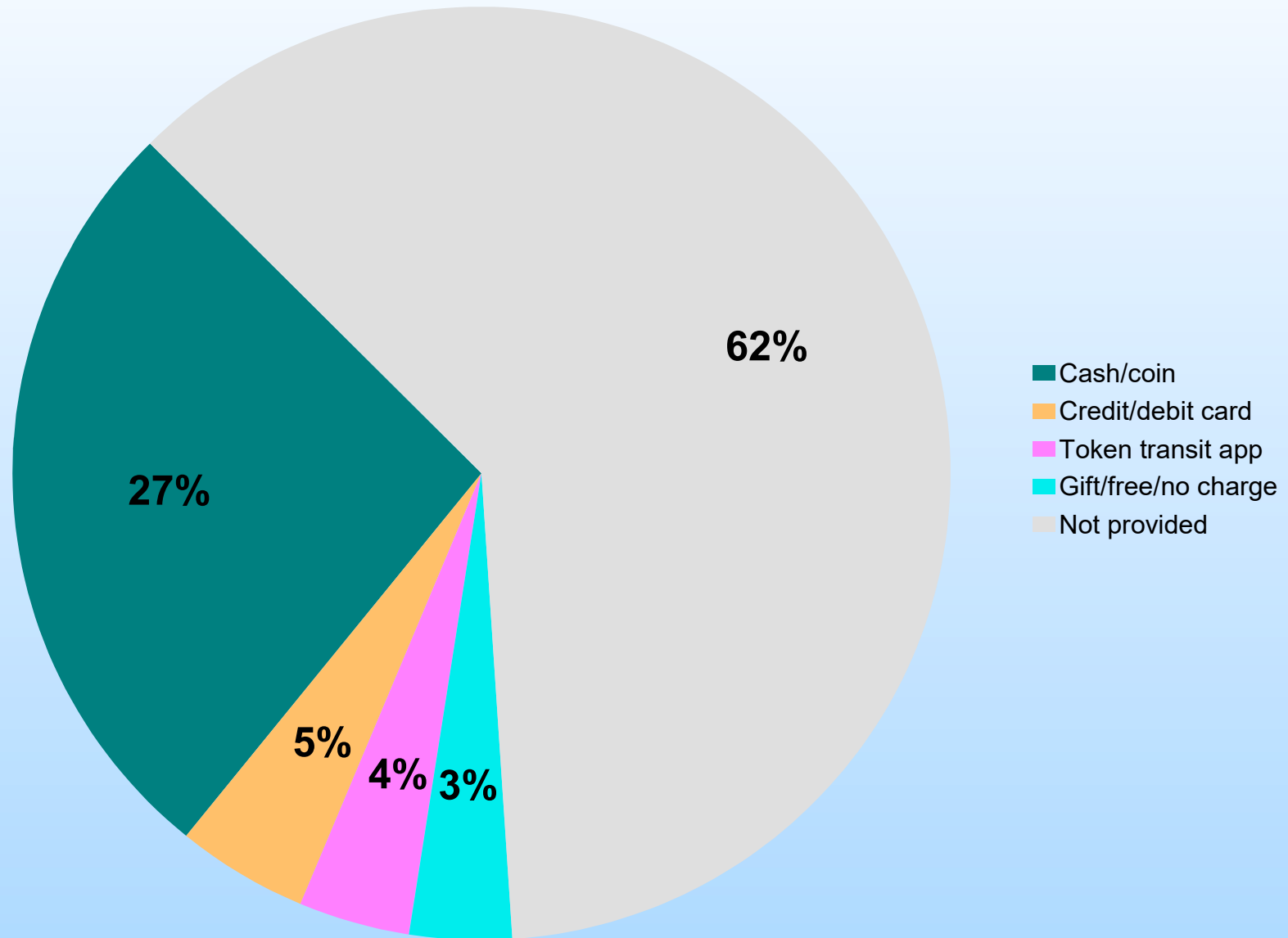
by percentage of respondents



Source: ETC Institute (2020)

## Q36. How did you pay for your pass?

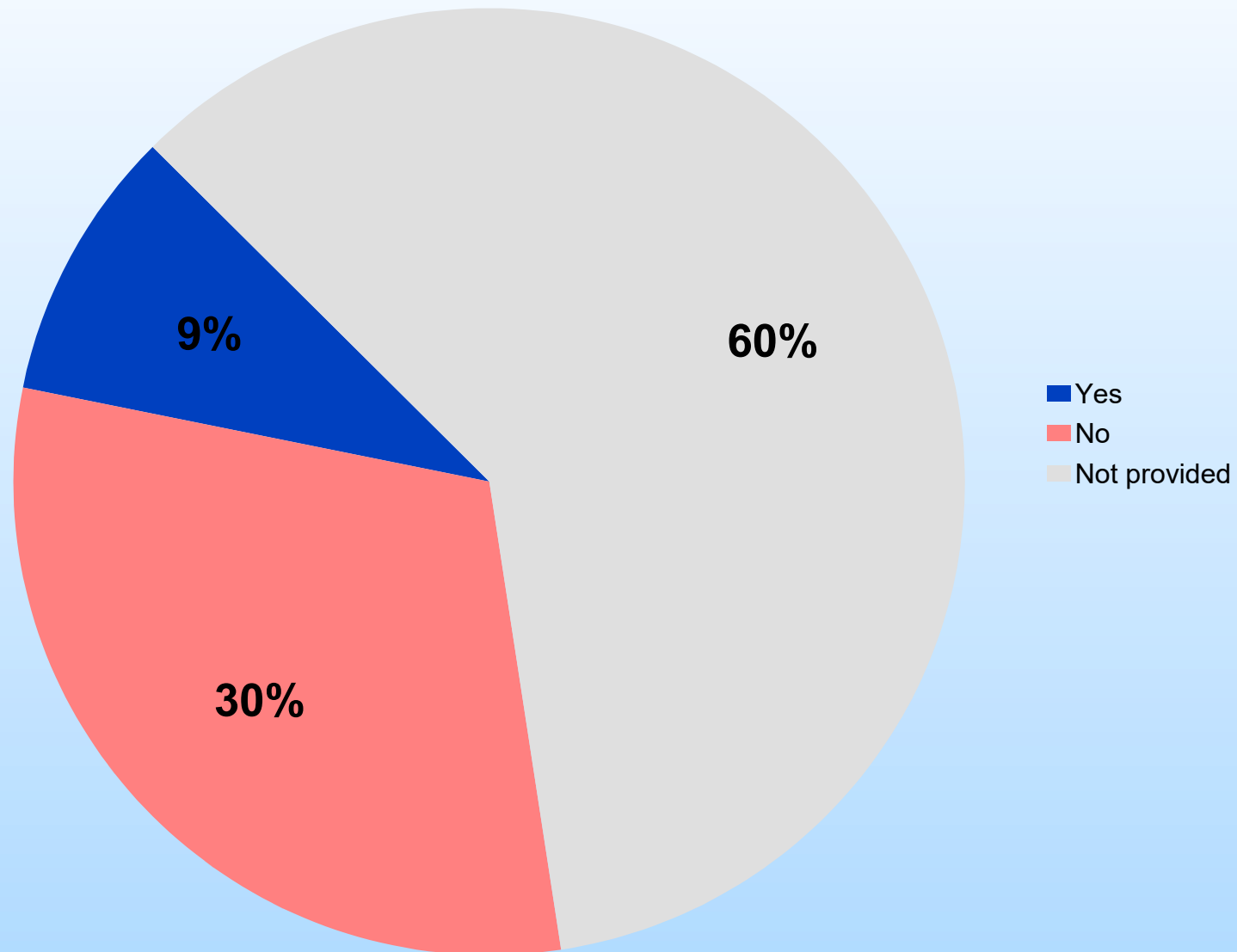
by percentage of respondents



Source: ETC Institute (2020)

# Q37. Do you have a disability that limits your mobility?

by percentage of respondents

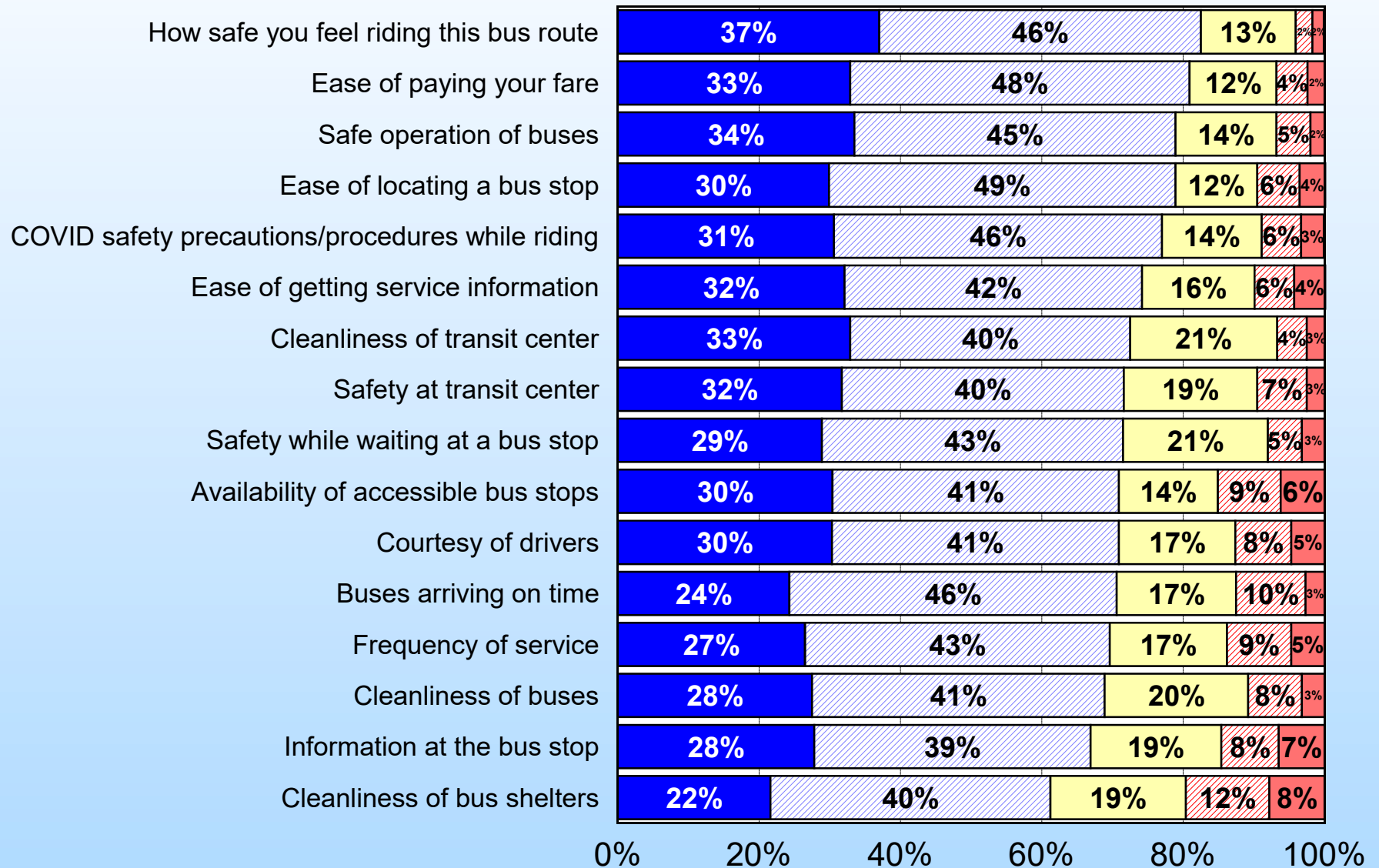


Source: ETC Institute (2020)

# Service Ratings and Requested Improvements Based on Number of Transfers Made

## Q8. Satisfaction with Service

by percentage of respondents who took no transfers to reach their destination



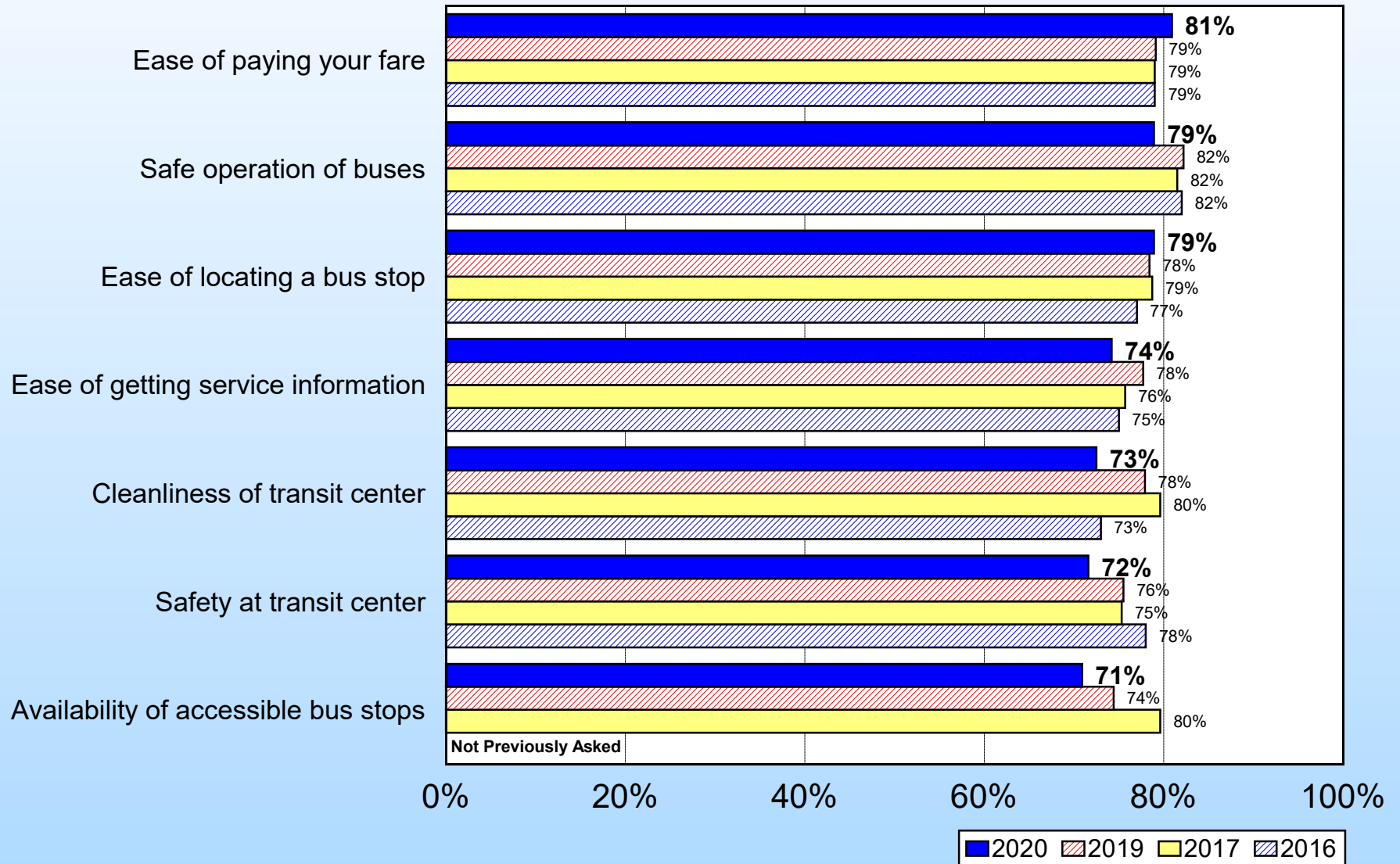
Source: ETC Institute (2020)



## Q8. Satisfaction with Service

by percentage of respondents who took no transfers to reach their destination

(Only showing the sum of "Very Satisfied" and "Satisfied" responses)



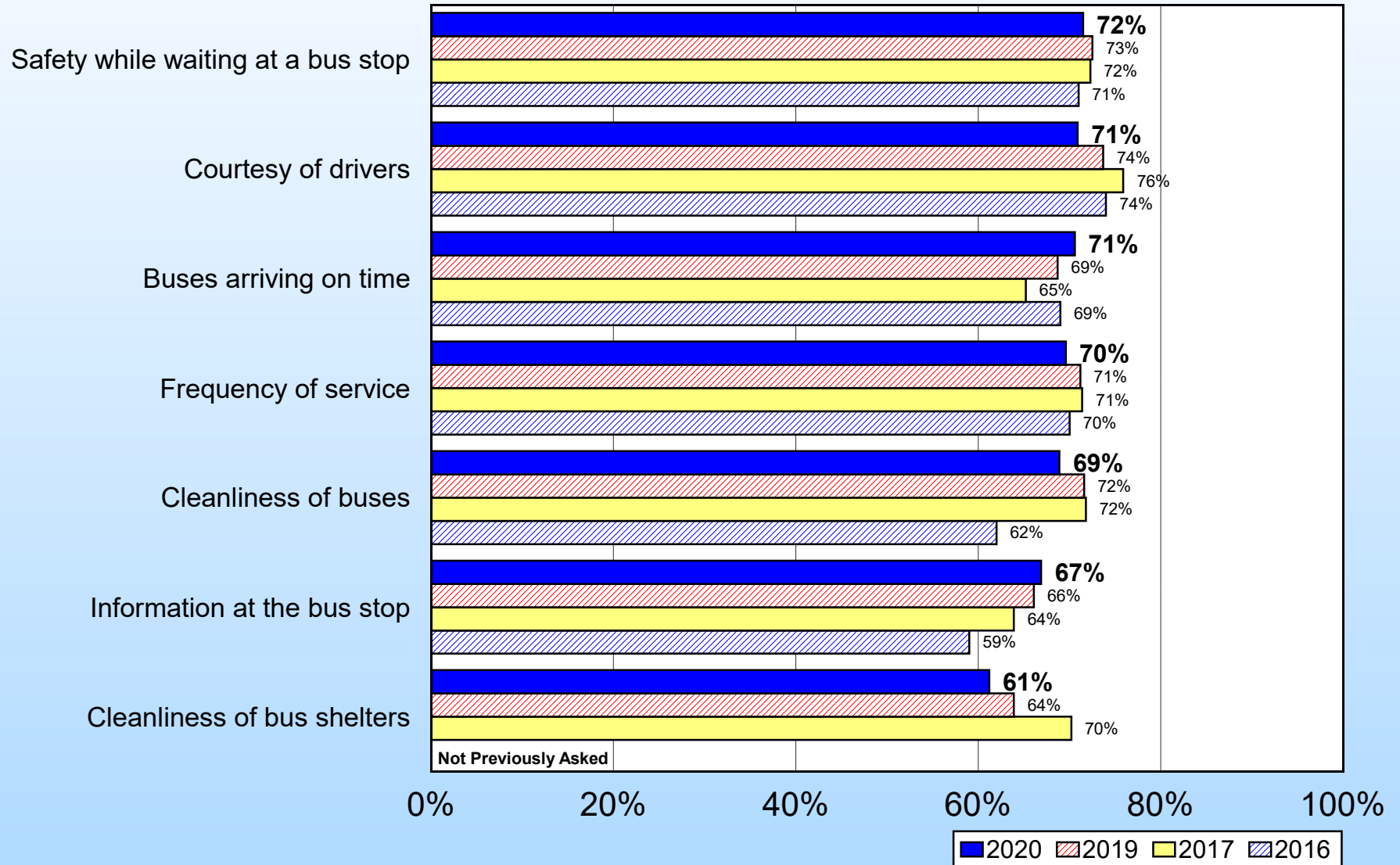
Source: ETC Institute (2020)

**TRENDS**

## Q8. Satisfaction with Service

by percentage of respondents who took no transfers to reach their destination

(Only showing the sum of "Very Satisfied" and "Satisfied" responses)



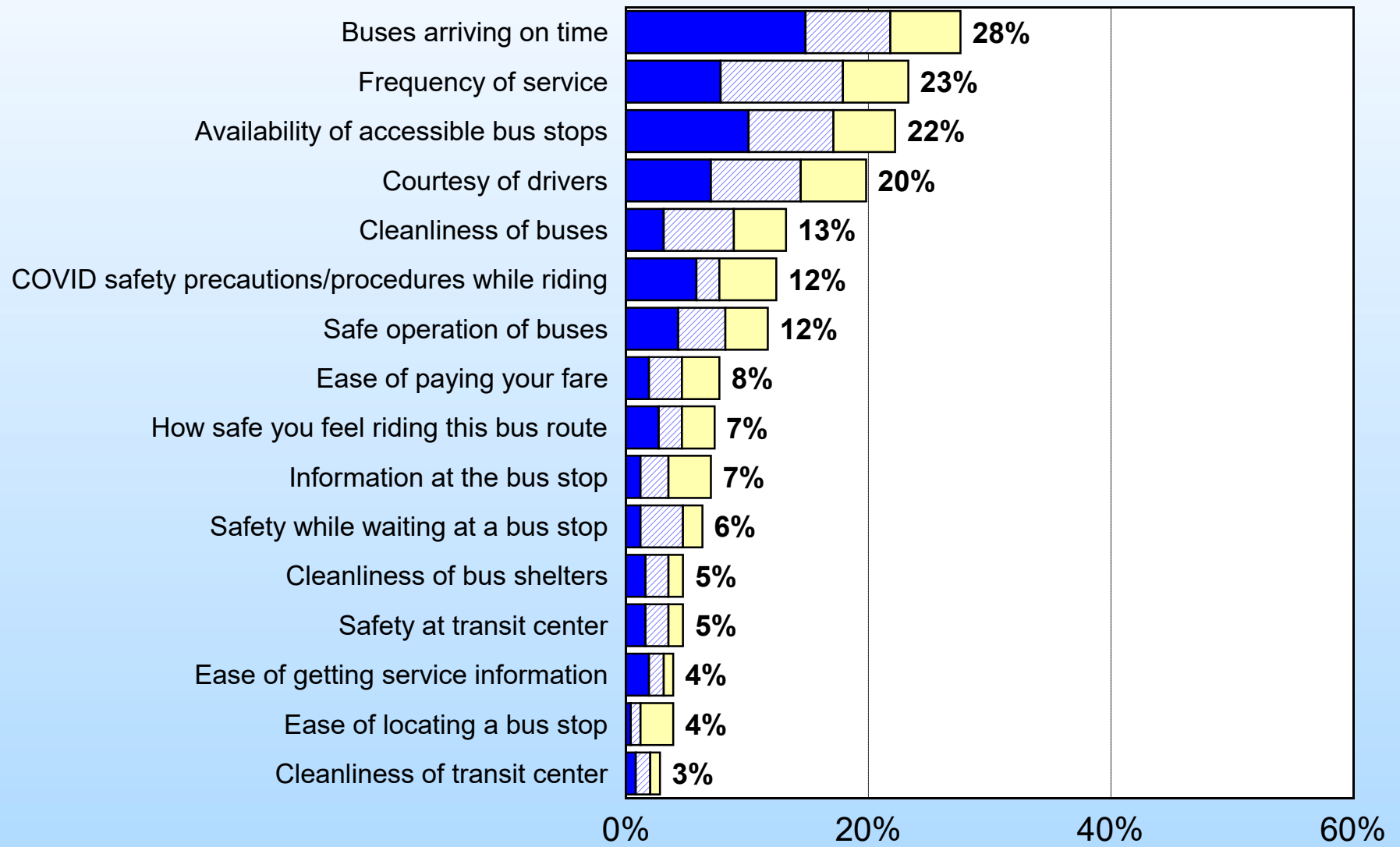
Source: ETC Institute (2020)

**TRENDS**



## Q8a. Importance of Service Items

by percentage of respondents who selected the item as one of their top three choices and who took no transfers to reach their destination

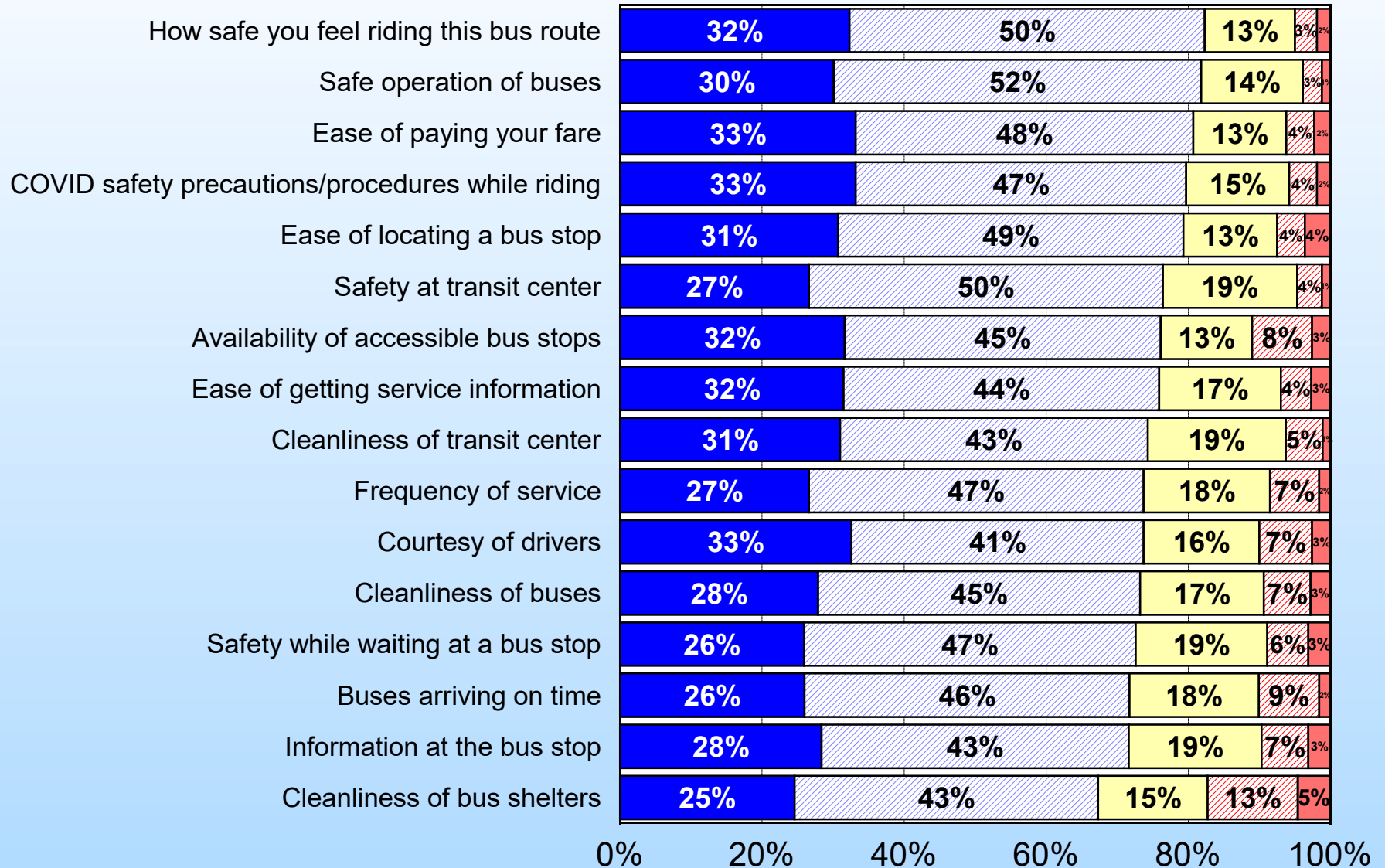


Source: ETC Institute (2020)

■ Most Important    ▨ 2nd Choice    ■ 3rd Choice

## Q8. Satisfaction with Service

by percentage of respondents who took one transfer to reach their destination

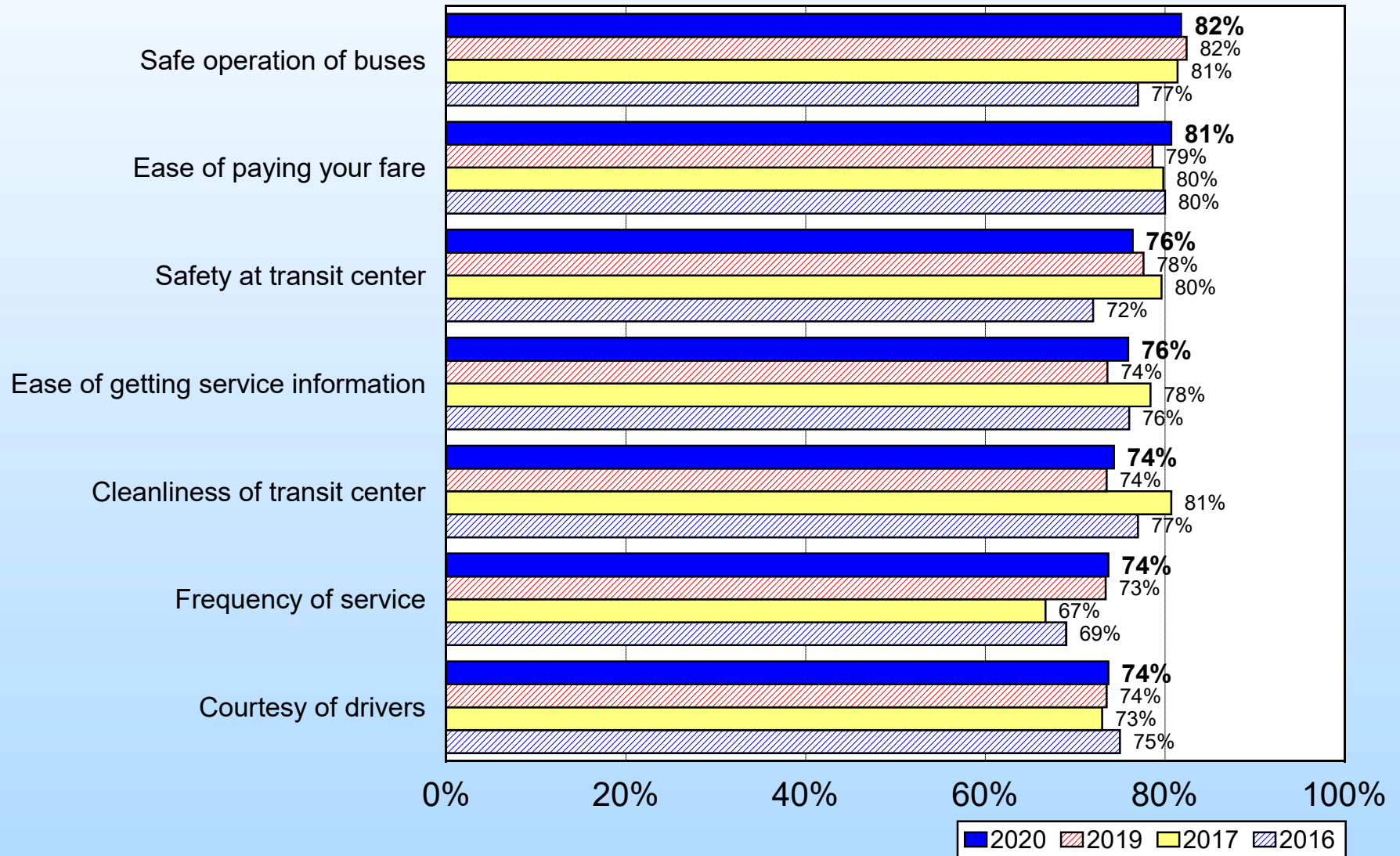


Source: ETC Institute (2020)



# Q8. Satisfaction with Service

by percentage of respondents who took one transfer to reach their destination  
 (Only showing the sum of "Very Satisfied" and "Satisfied" responses)

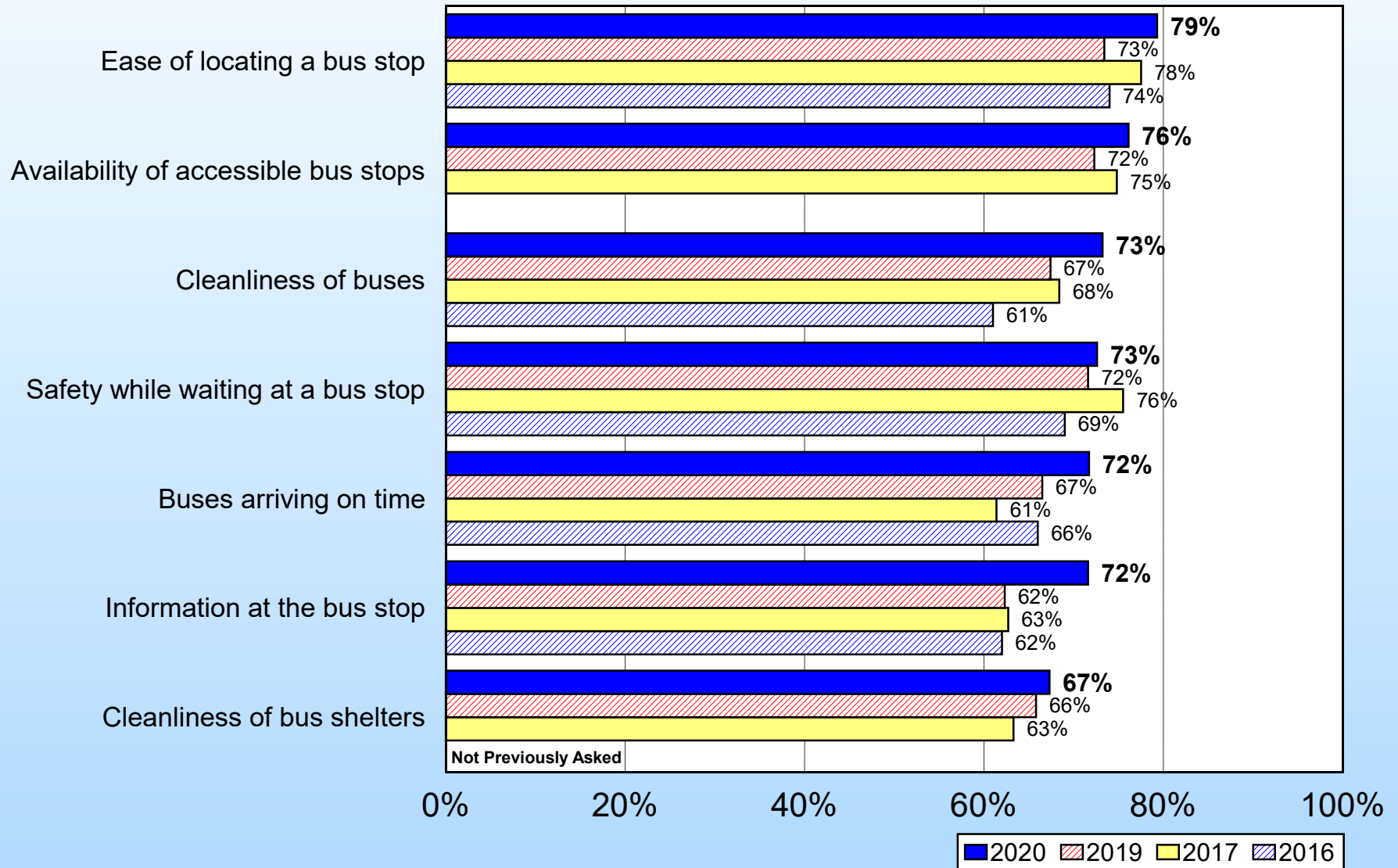


Source: ETC Institute (2020)

## Q8. Satisfaction with Service

by percentage of respondents who took one transfer to reach their destination

(Only showing the sum of "Very Satisfied" and "Satisfied" responses)

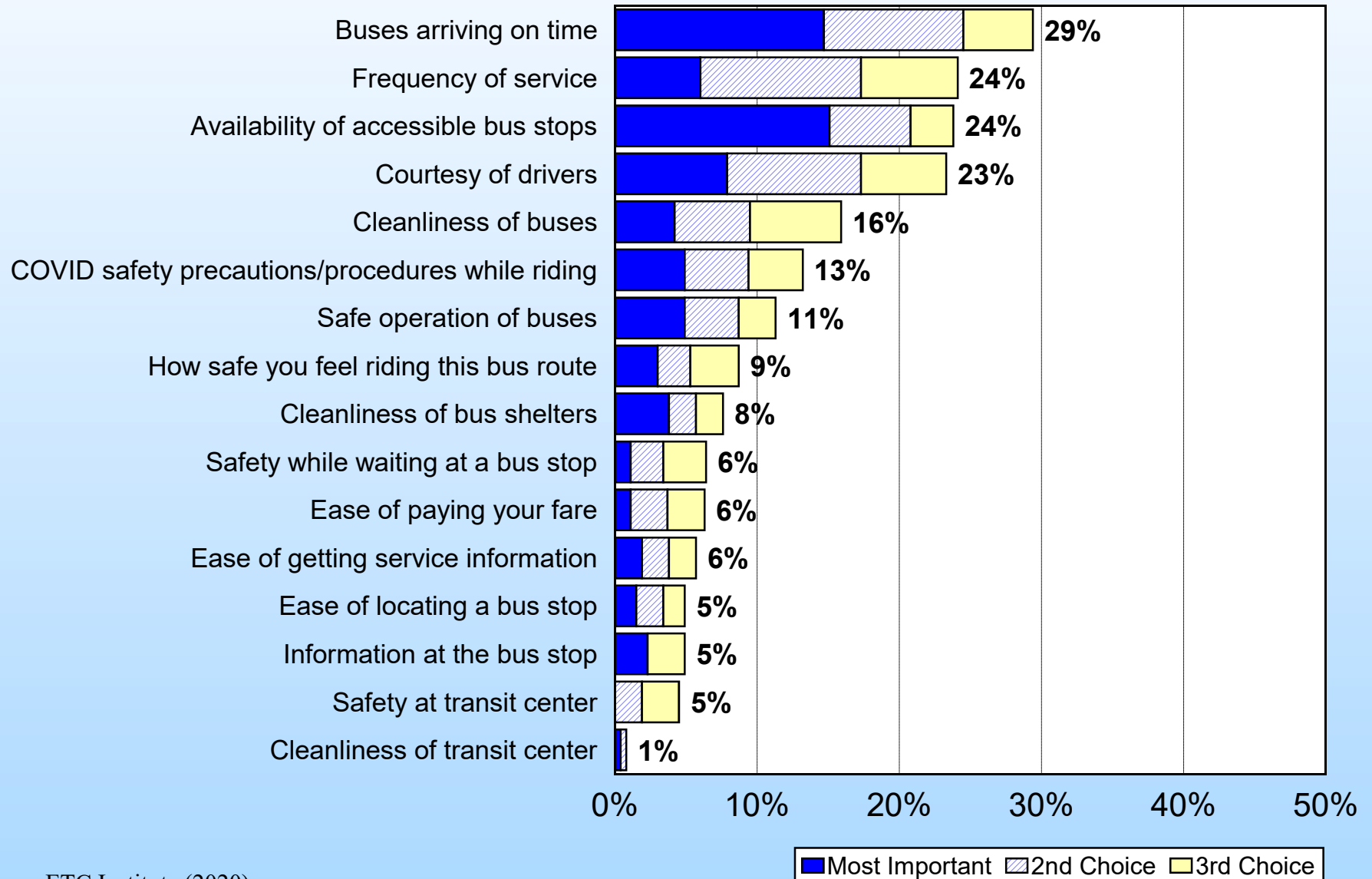


Source: ETC Institute (2020)

**TRENDS**

## Q8a. Importance of Service Items

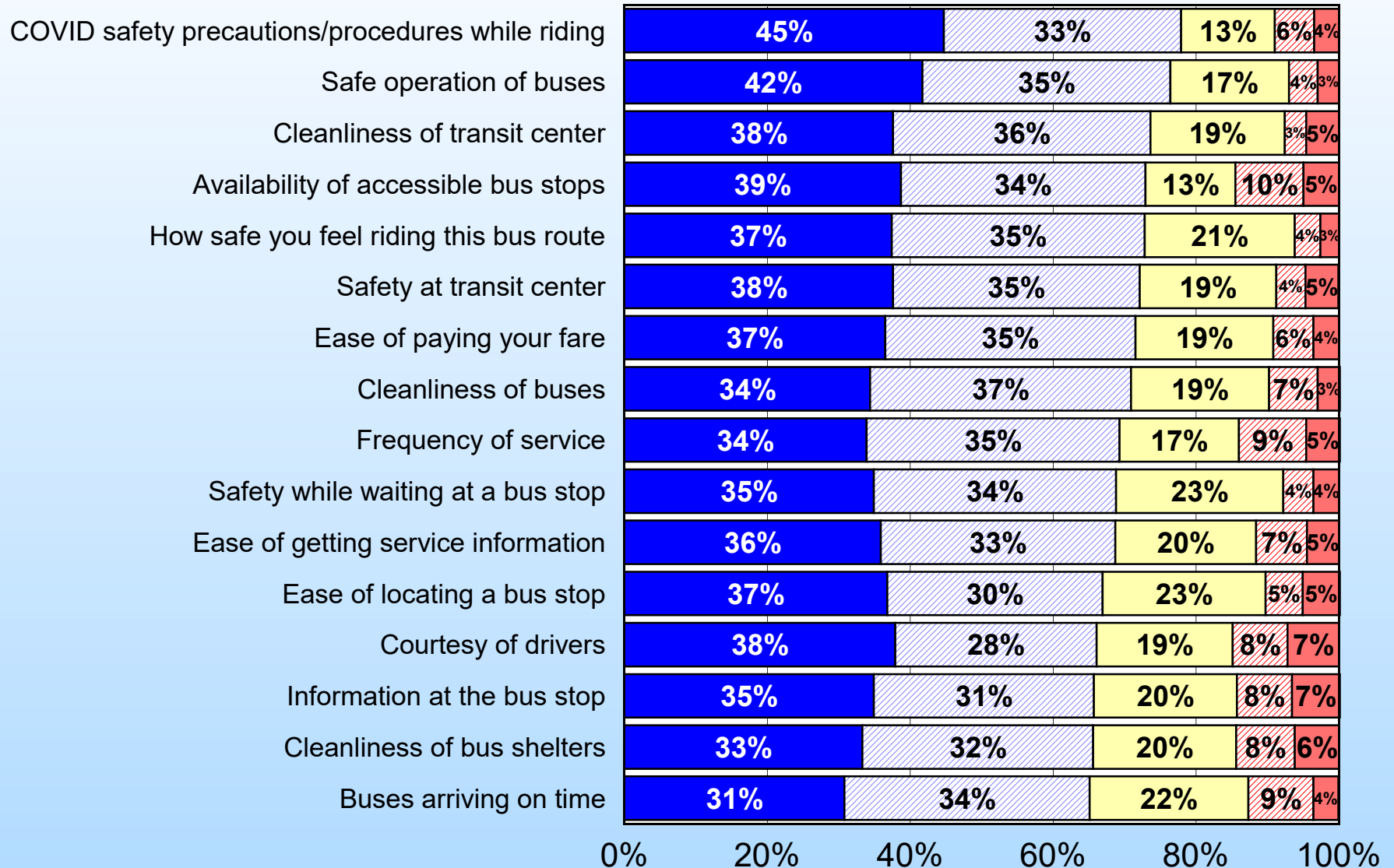
by percentage of respondents who selected the item as one of their top three choices and who took one transfer to reach their destination



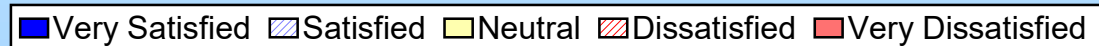
Source: ETC Institute (2020)

## Q8. Satisfaction with Service

by percentage of respondents who took two transfers to reach their destination



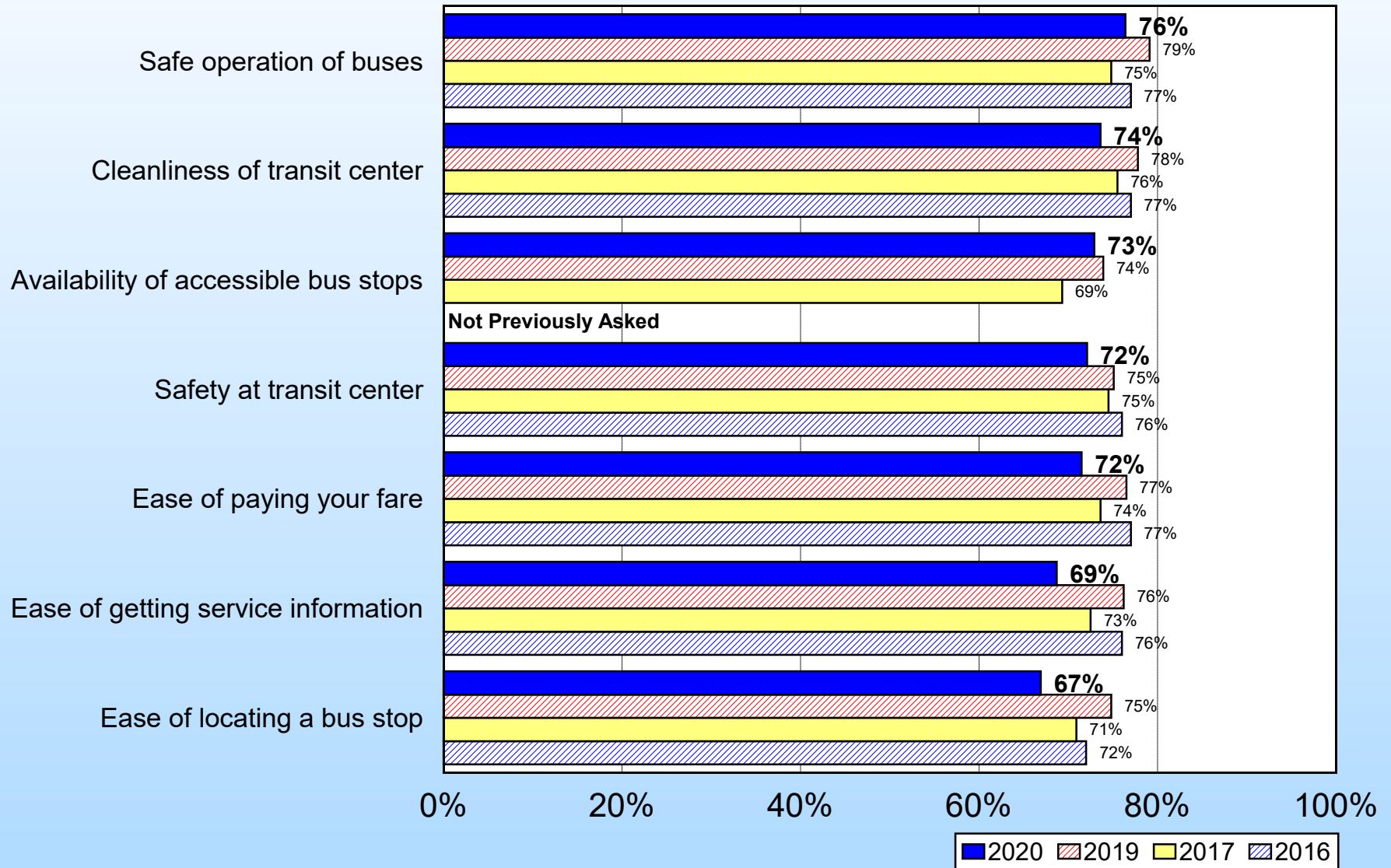
Source: ETC Institute (2020)



# Q8. Satisfaction with Service

by percentage of respondents who took two transfers to reach their destination

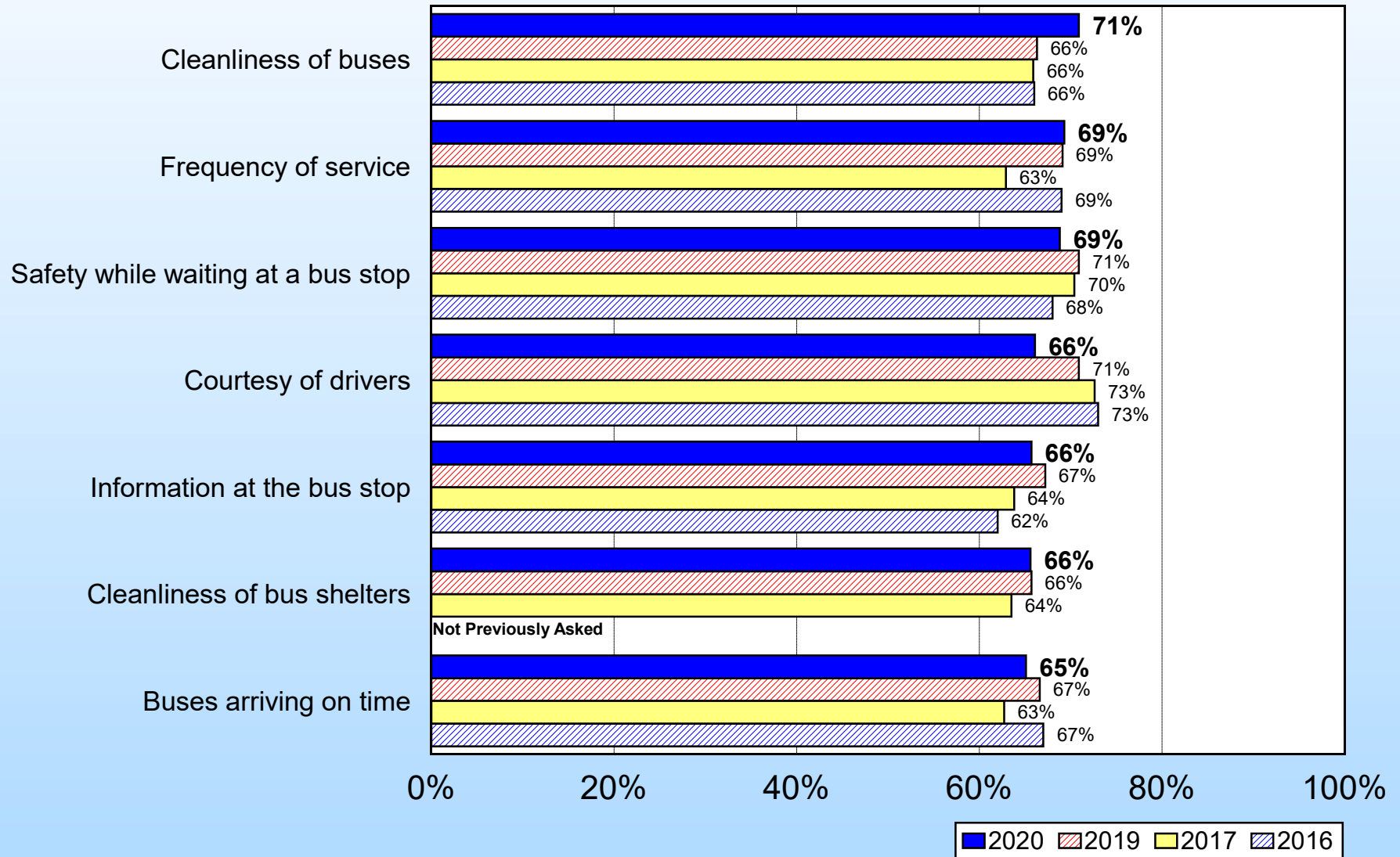
(Only showing the sum of "Very Satisfied" and "Satisfied" responses)



Source: ETC Institute (2020)

# Q8. Satisfaction with Service

by percentage of respondents who took two transfers to reach their destination  
 (Only showing the sum of "Very Satisfied" and "Satisfied" responses)

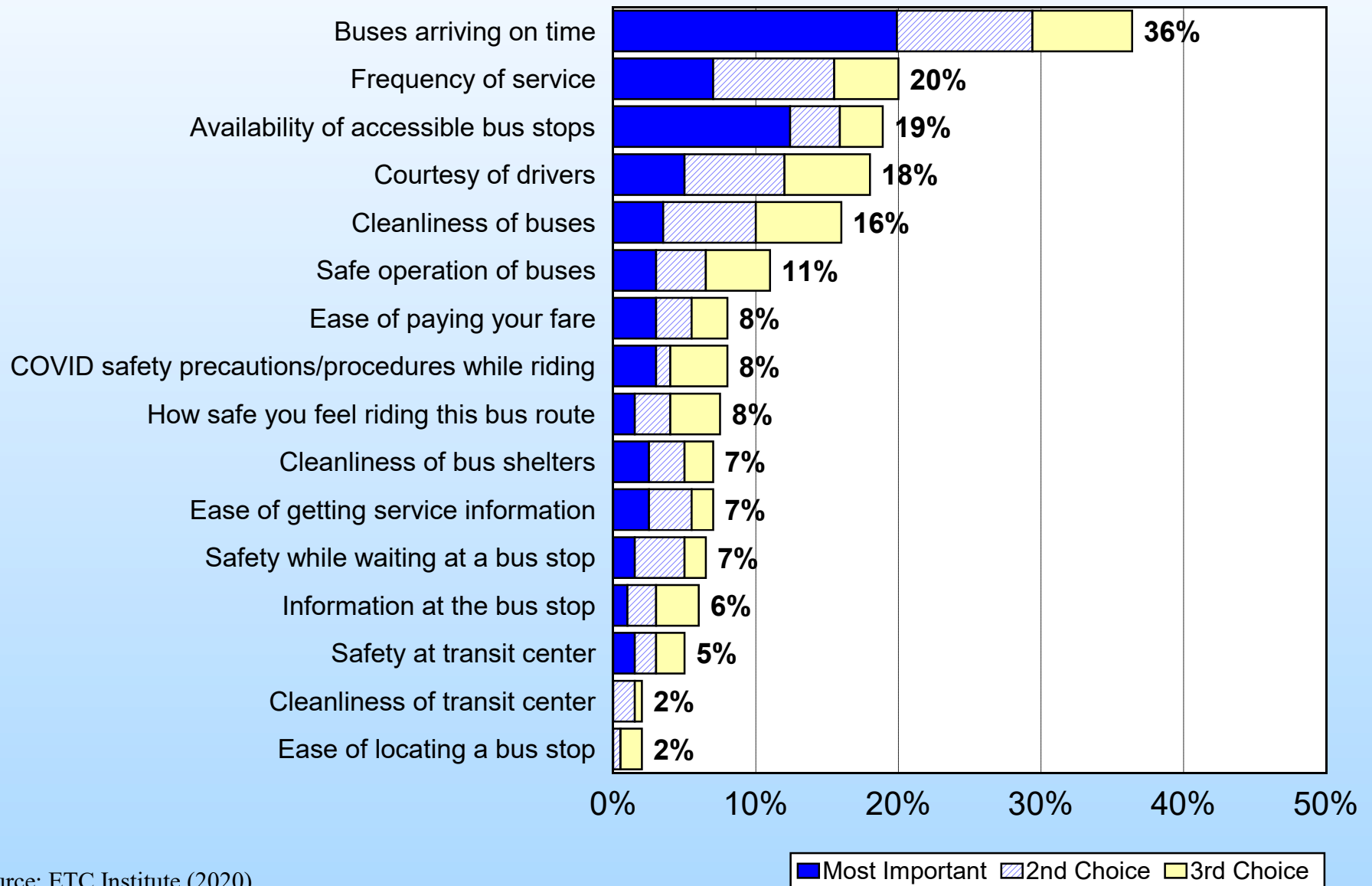


Source: ETC Institute (2020)



## Q8a. Importance of Service Items

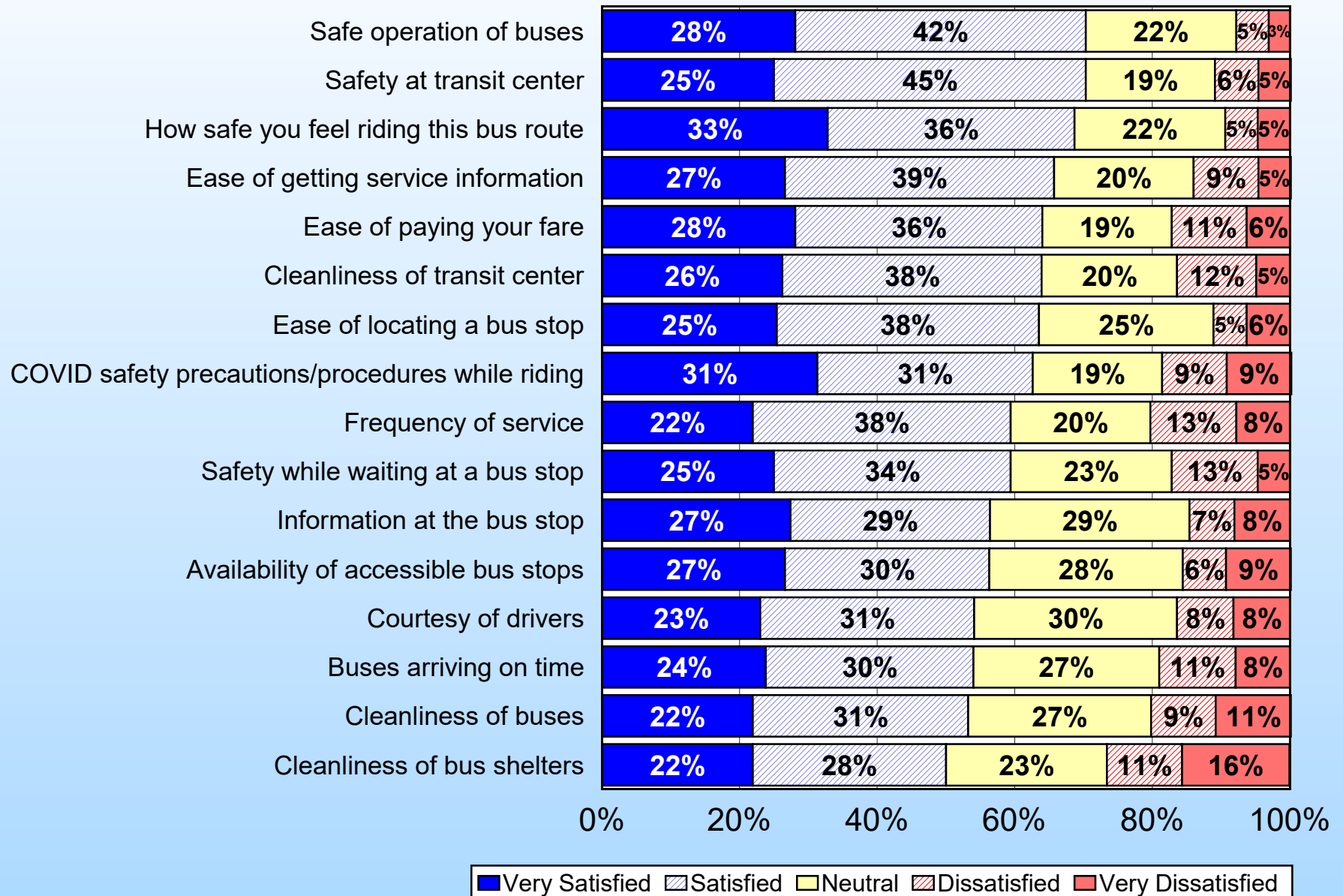
by percentage of respondents who selected the item as one of their top three choices and who took two transfers to reach their destination



Source: ETC Institute (2020)

## Q8. Satisfaction with Service

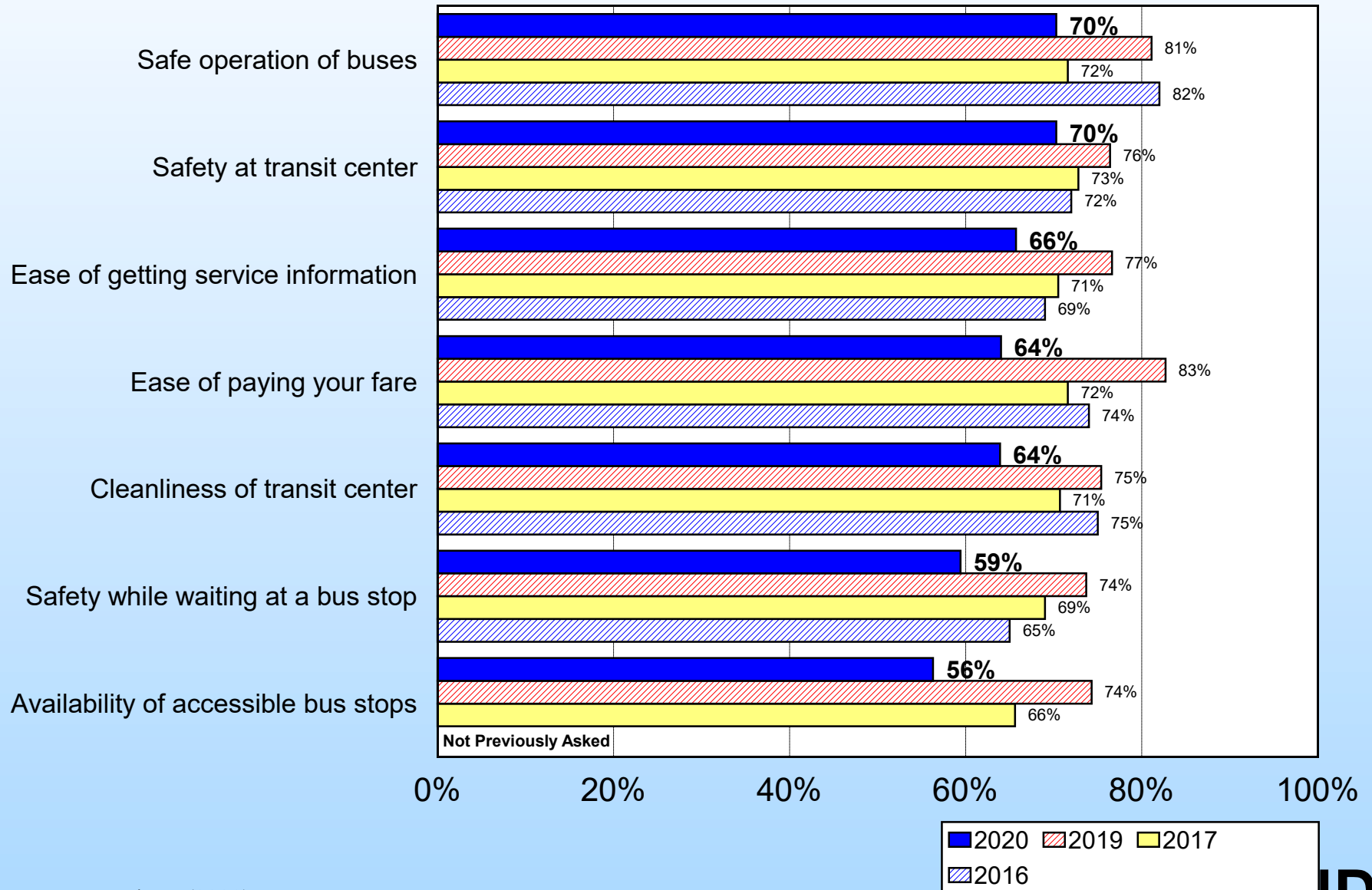
by percentage of respondents who took three or more transfers to reach their destination



Source: ETC Institute (2020)

# Q8. Satisfaction with Service

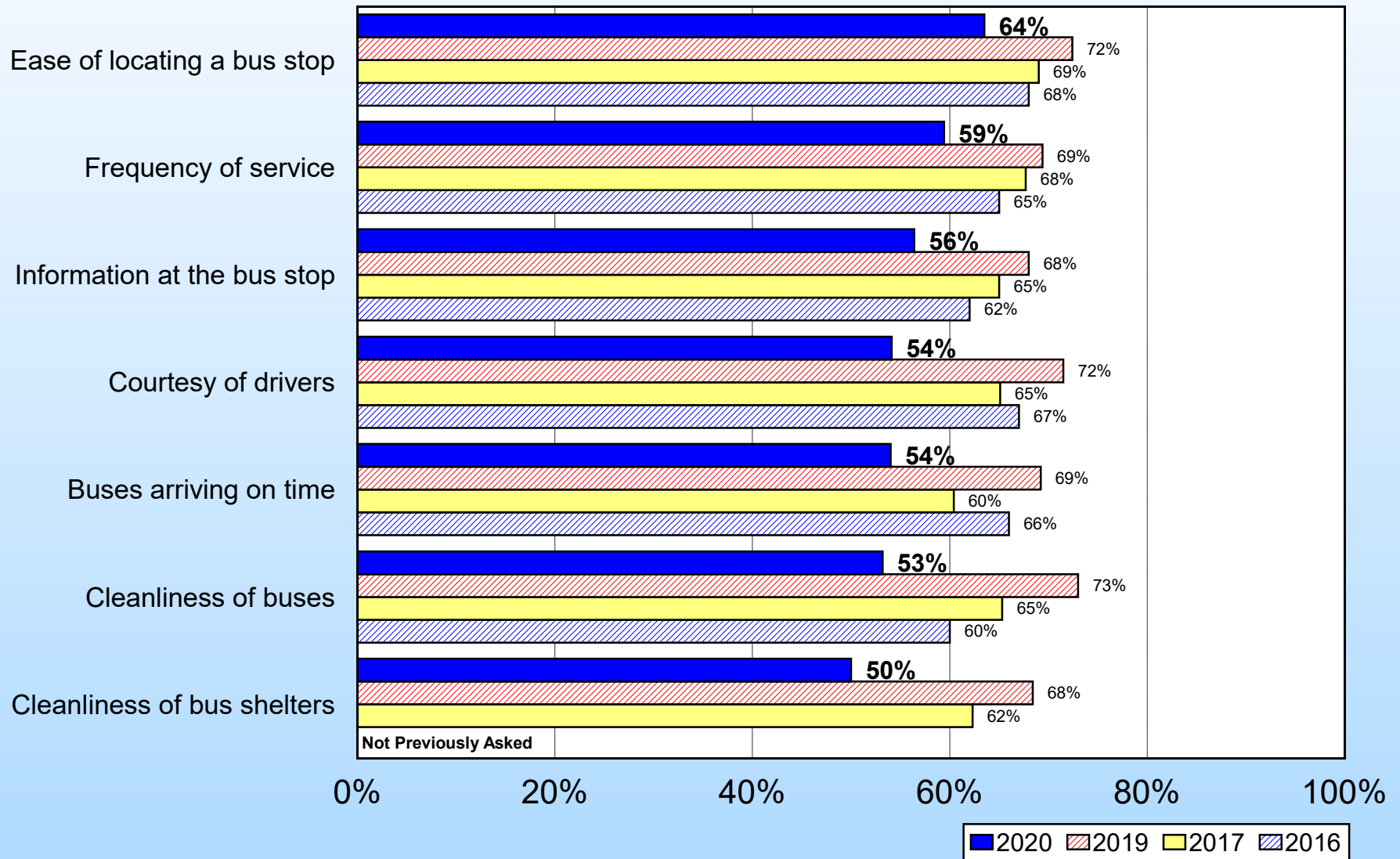
by percentage of respondents who took three or more transfers to reach their destination  
(Only showing the sum of "Very Satisfied" and "Satisfied" responses)



Source: ETC Institute (2020)

# Q8. Satisfaction with Service

by percentage of respondents who took three or more transfers to reach their destination  
(Only showing the sum of "Very Satisfied" and "Satisfied" responses)

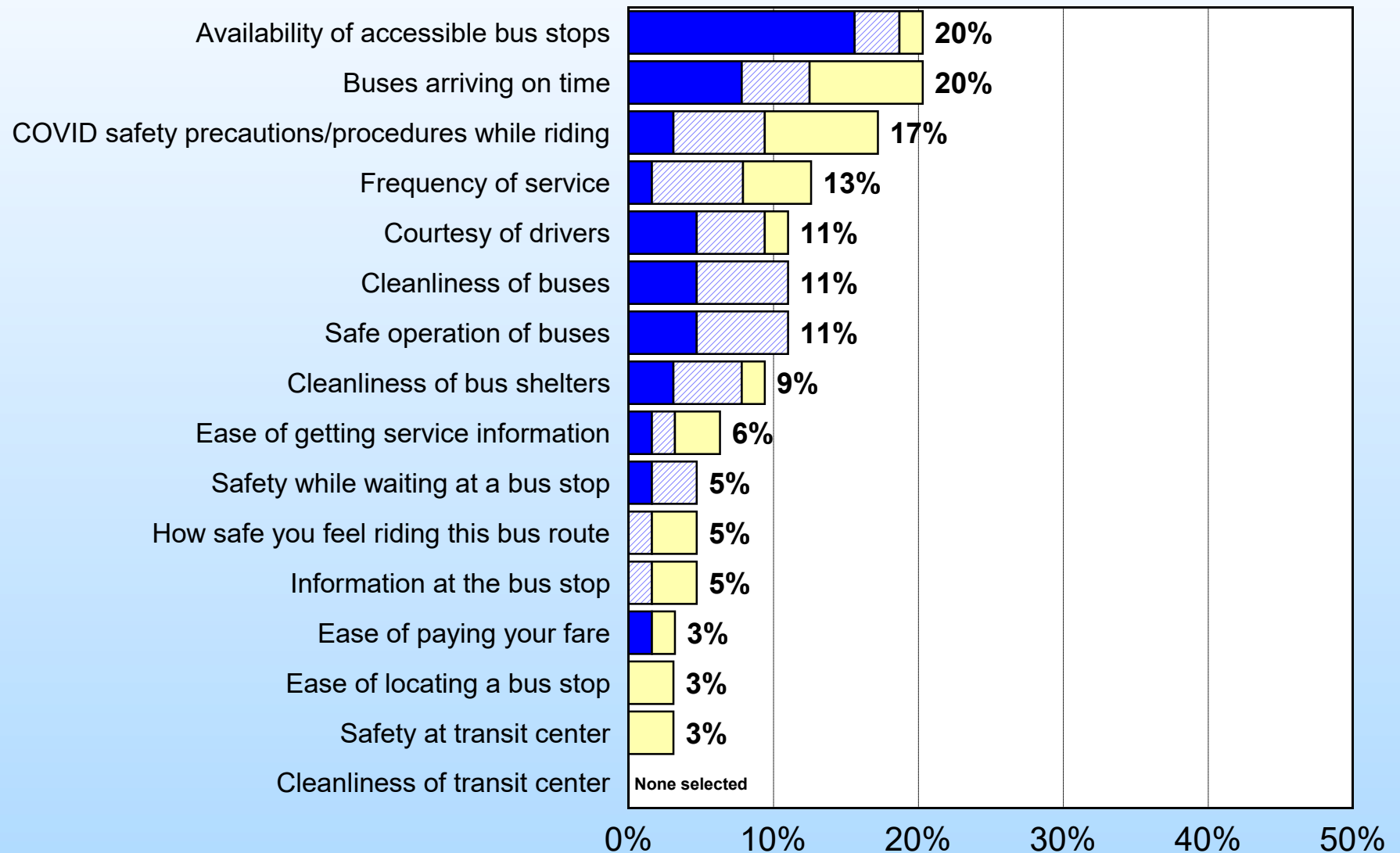


Source: ETC Institute (2020)

**TRENDS**

## Q8a. Importance of Service Items

by percentage of respondents who selected the item as one of their top three choices and who took three or more transfers to reach their destination

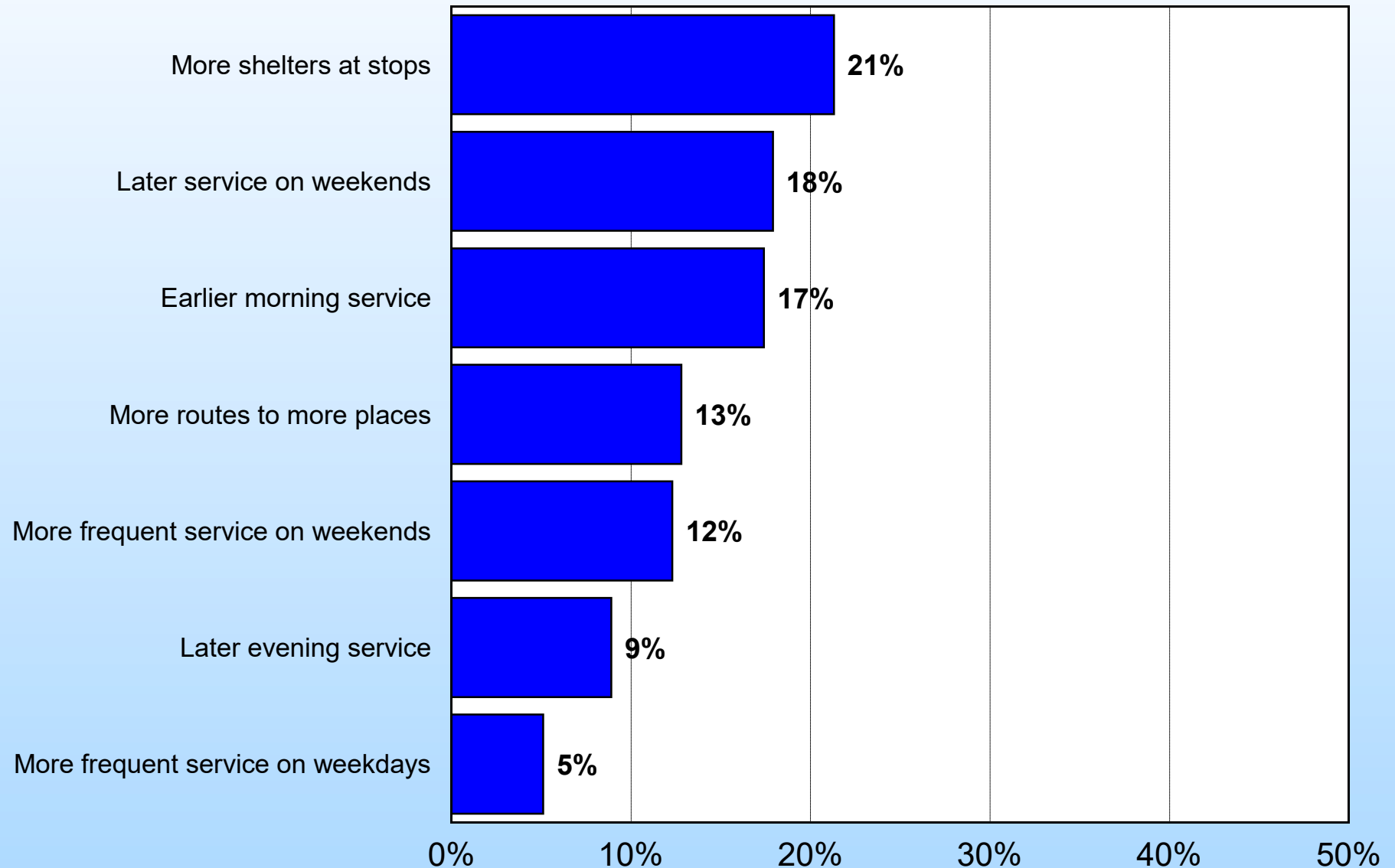


Source: ETC Institute (2020)

■ Most Important   ■ 2nd Choice   ■ 3rd Choice

# Q10. Improvement Respondents Would Like to See in Transit Service in the Area

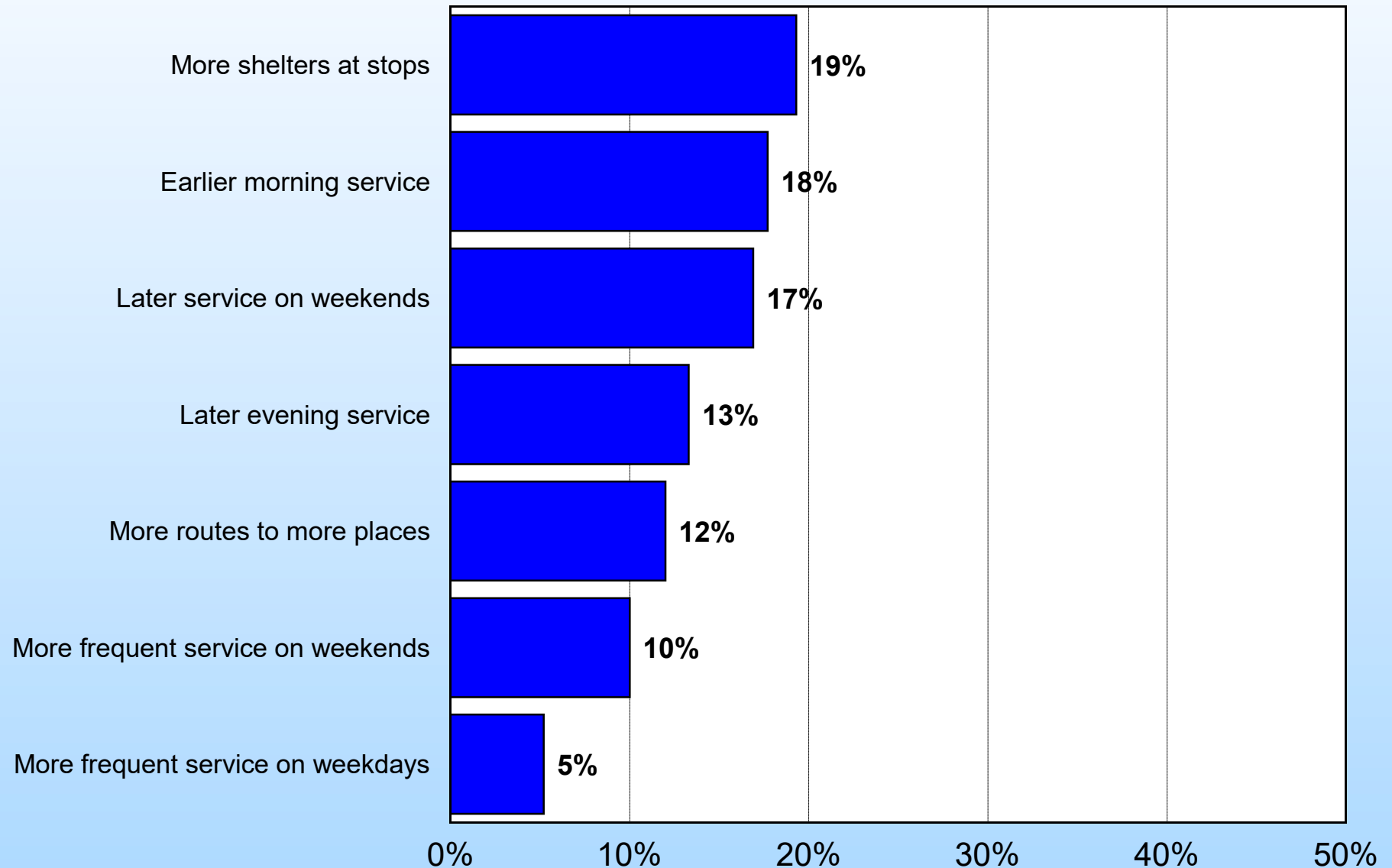
by percentage of respondents who took no transfers to reach their destination



Source: ETC Institute (2020)

# Q10. Improvement Respondents Would Like to See in Transit Service in the Area

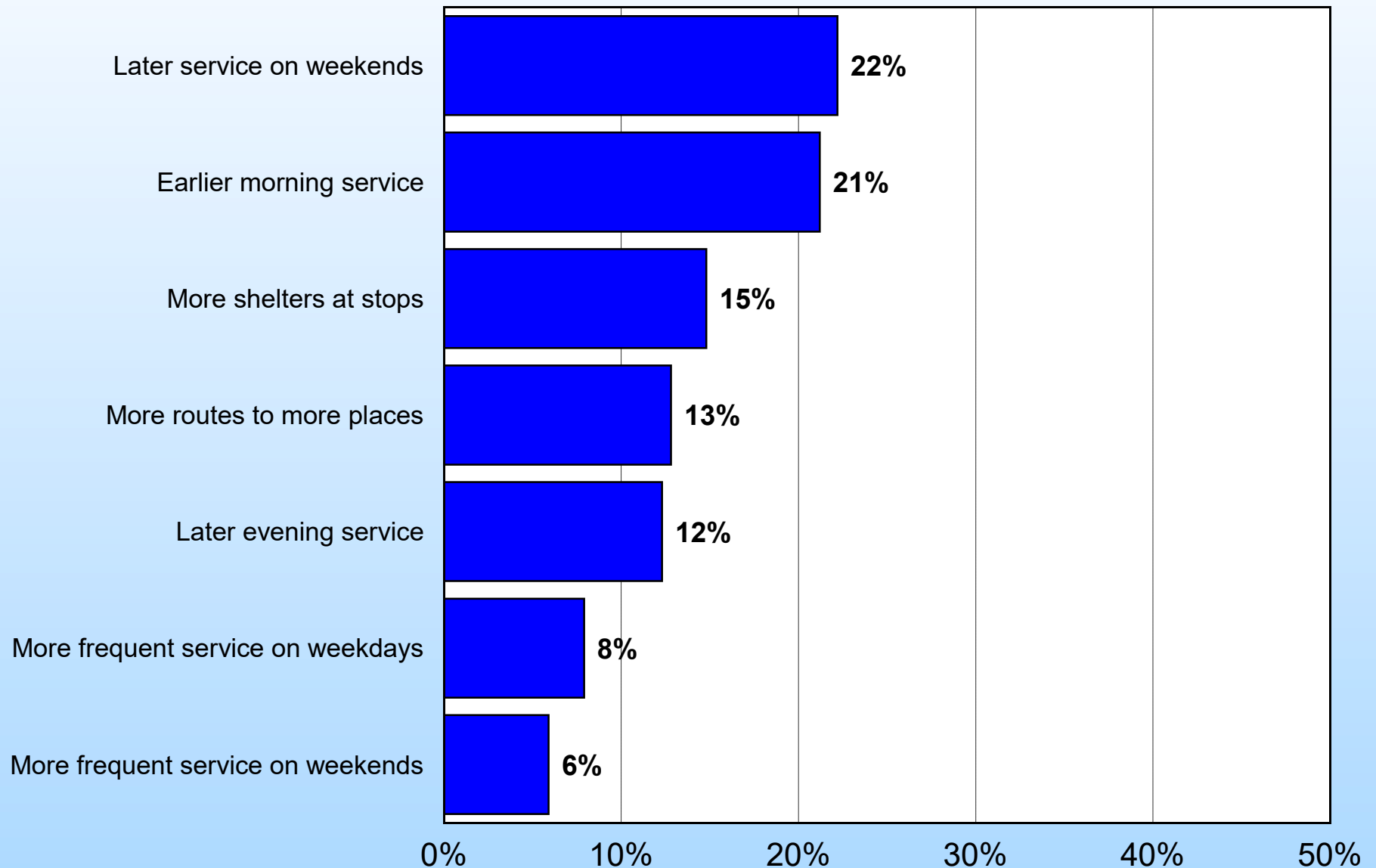
by percentage of respondents who took one transfer to reach their destination



Source: ETC Institute (2020)

# Q10. Improvement Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took two transfers to reach their destination

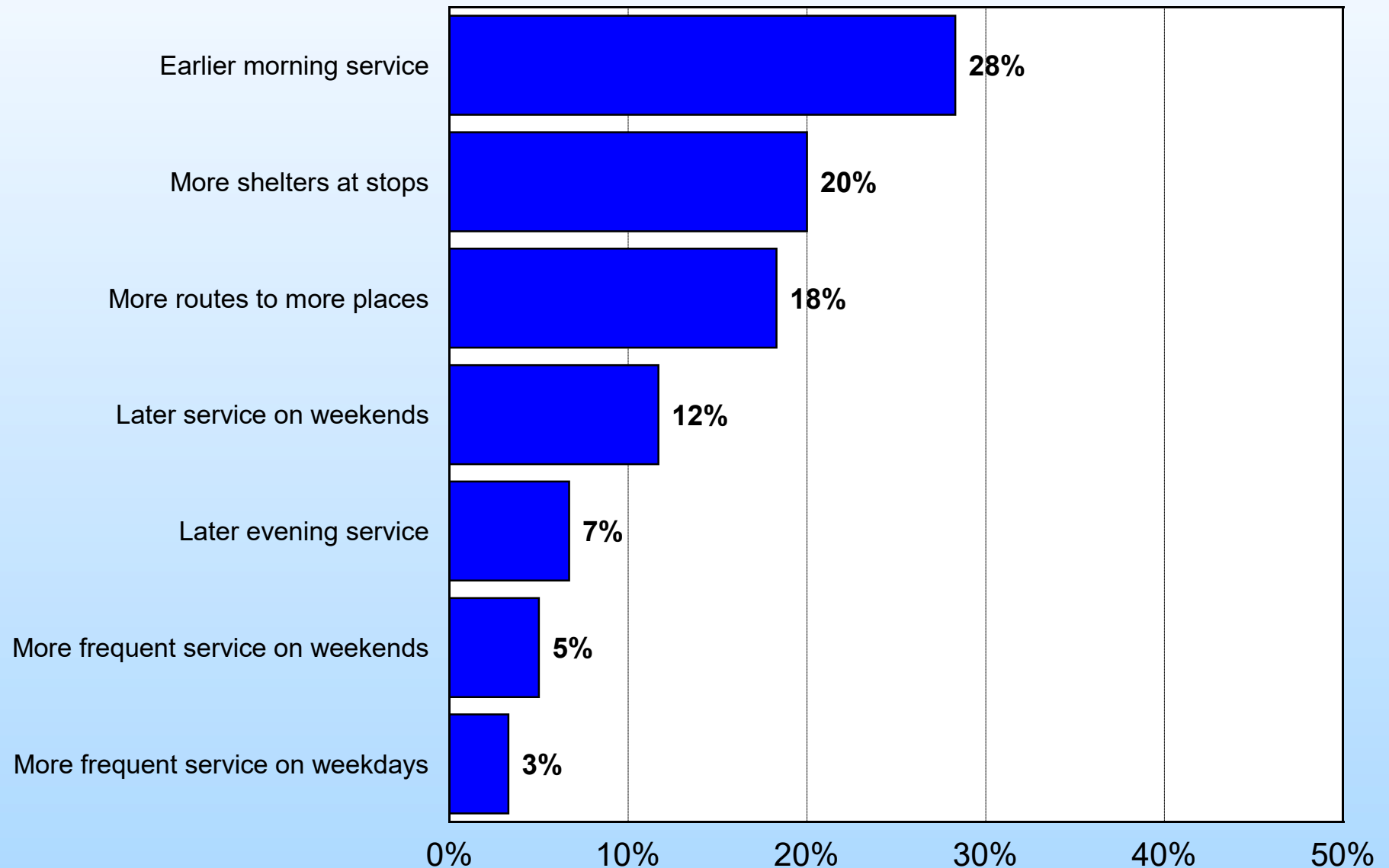


Source: ETC Institute (2020)



# Q10. Improvement Respondents Would Like to See in Transit Service in the Area

by percentage of respondents who took three or more transfers to reach their destination



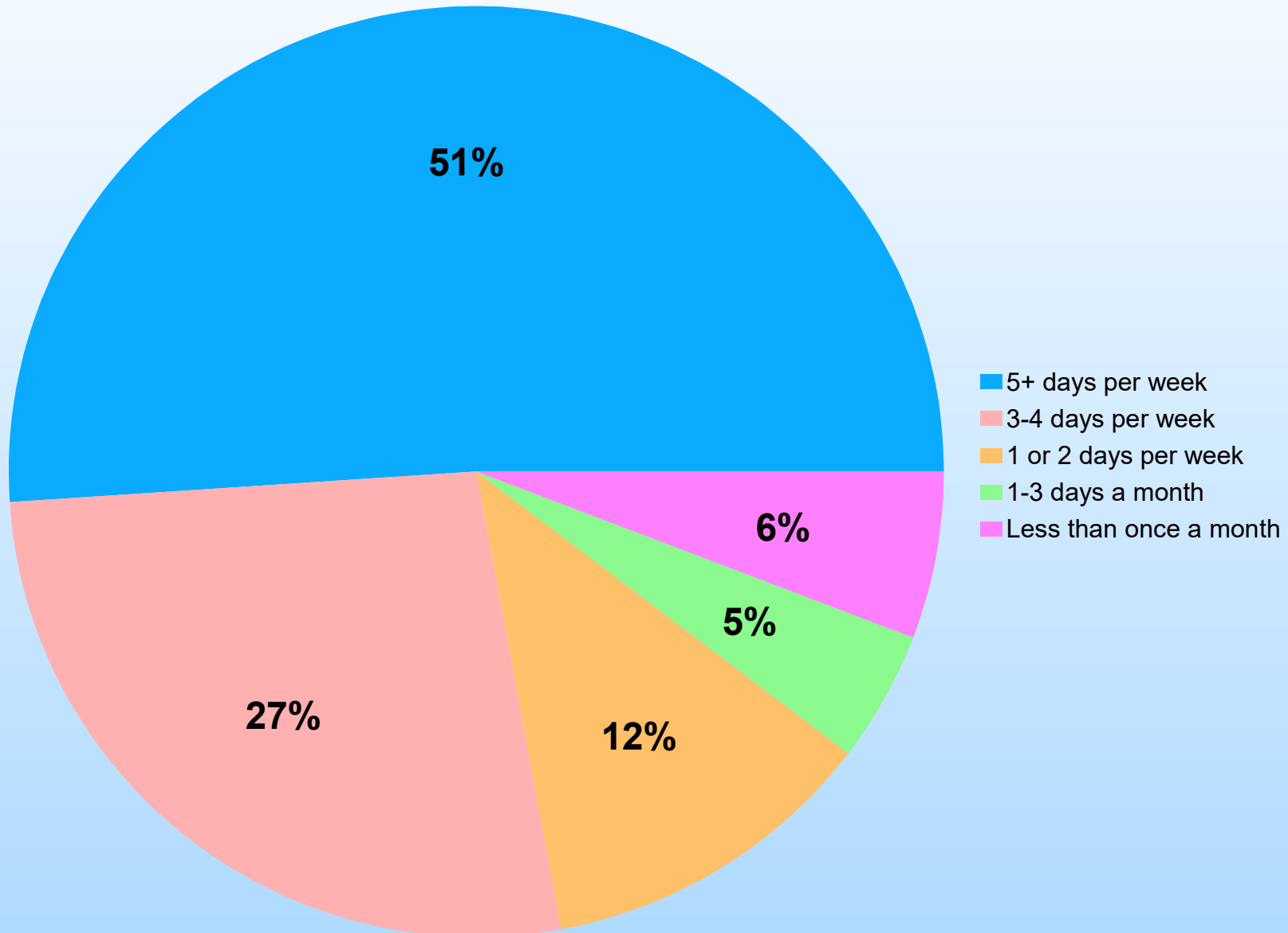
Source: ETC Institute (2020)

# 2020 EMBARK Transit Rider Survey

## Norman Overall Results

## Q2. How Often Does Respondent Usually Ride Route

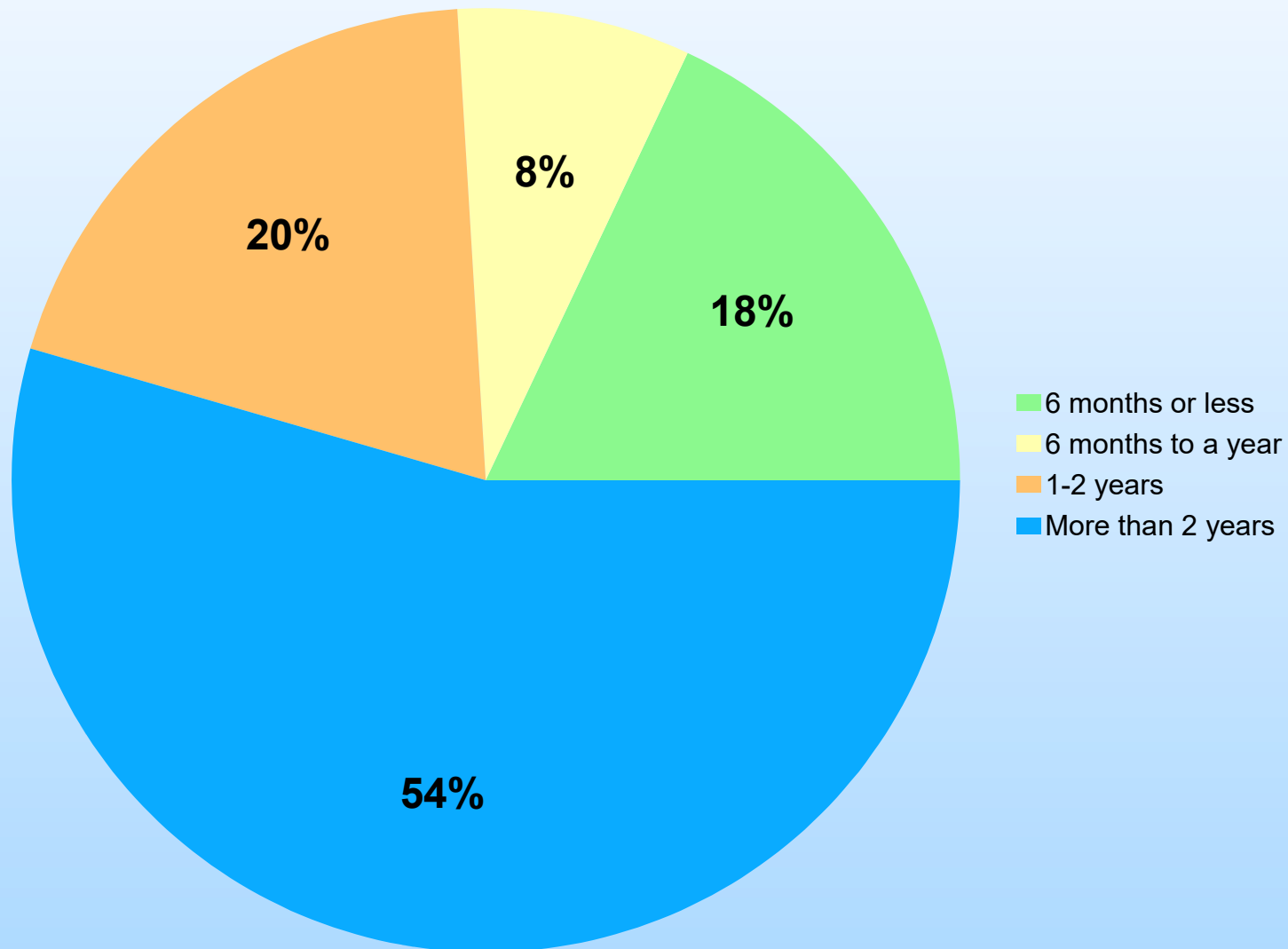
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

### Q3. How Long Has Respondent Been Riding Transit in the OKC Area

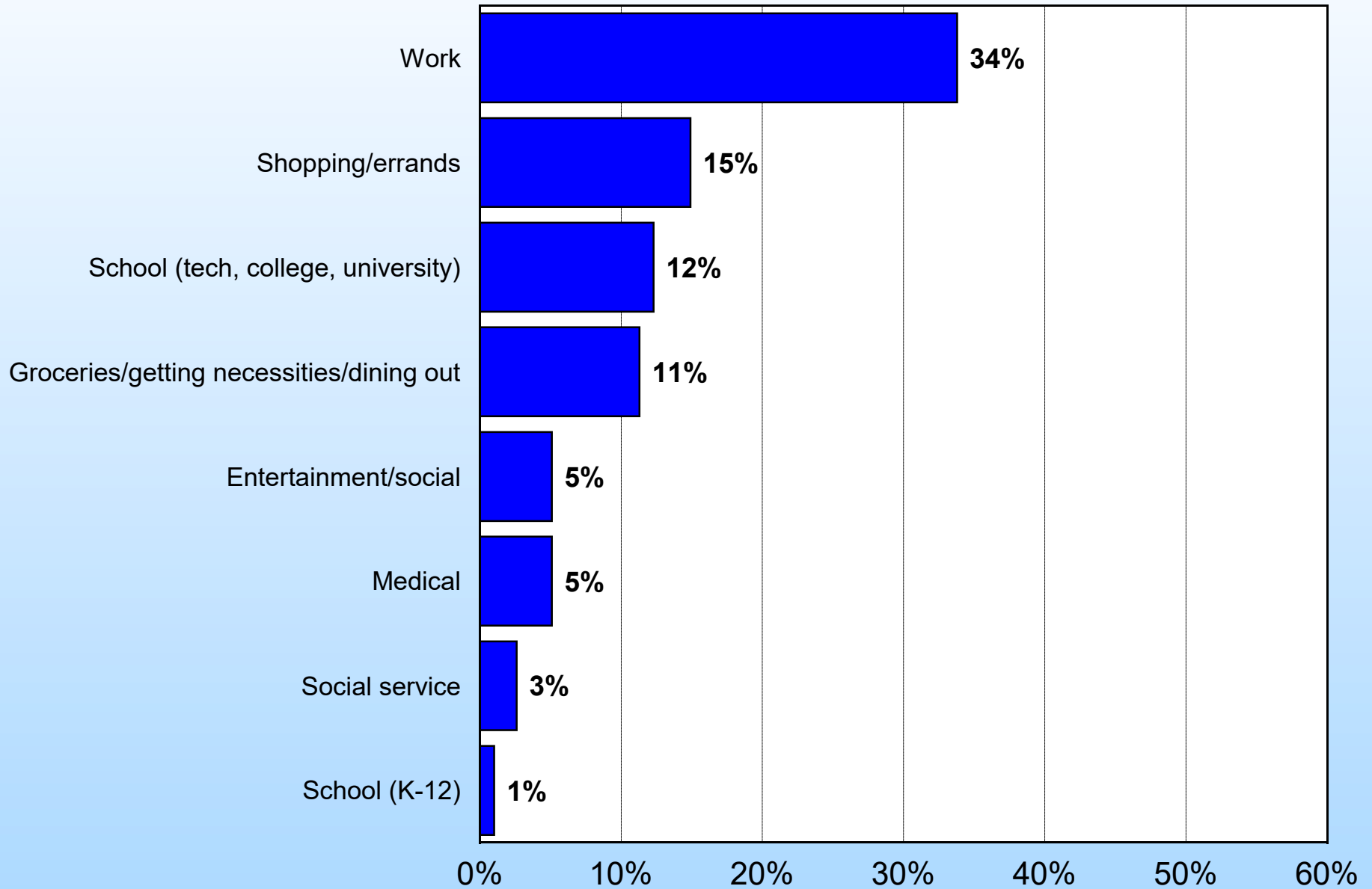
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

# Q4. Purpose of Trip

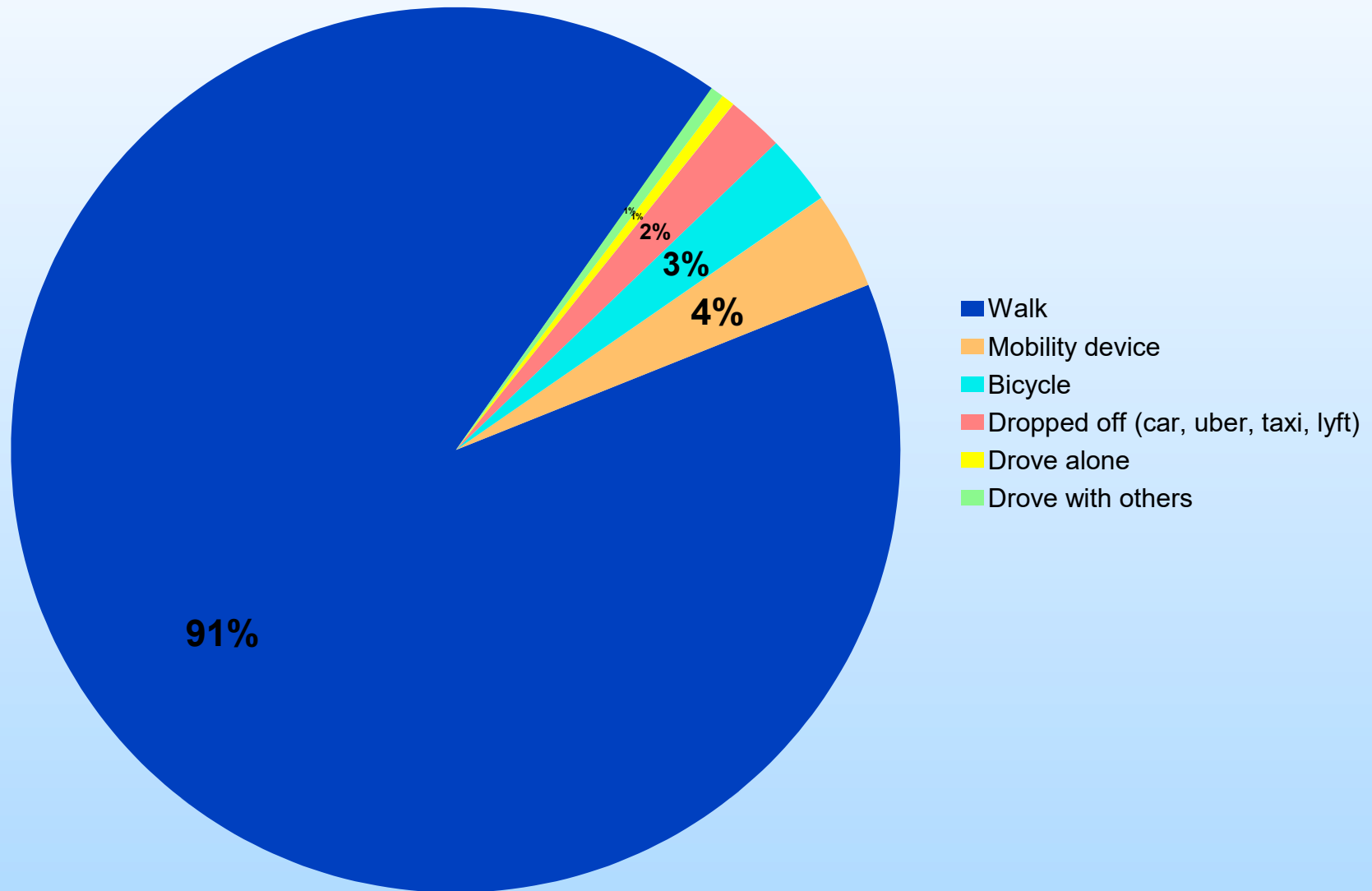
by percentage of respondents



Source: ETC Institute (2020)

# Q5. How Respondent Got from Home to Nearest Bus Stop

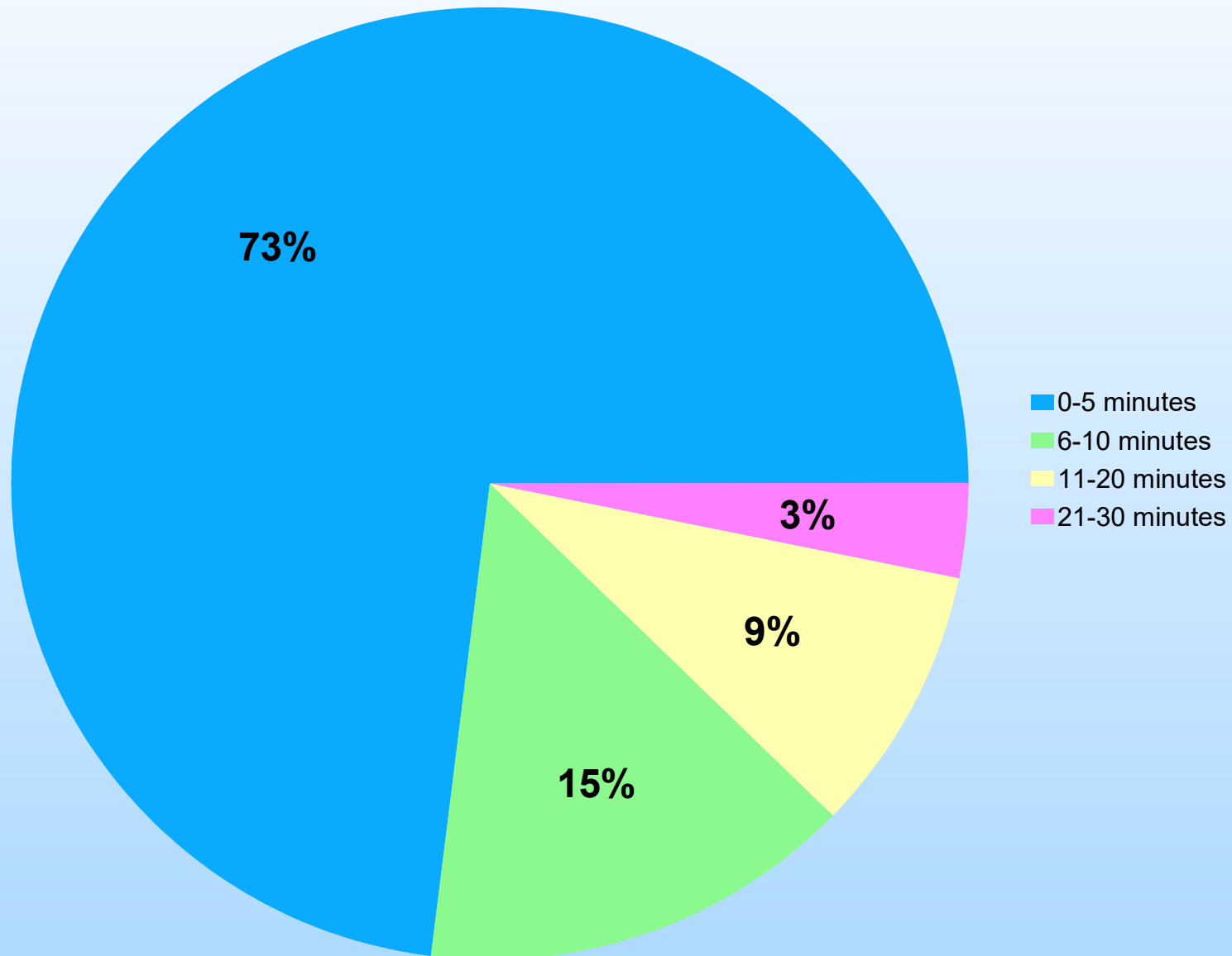
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

## Q5-1. How Many Minutes Walked

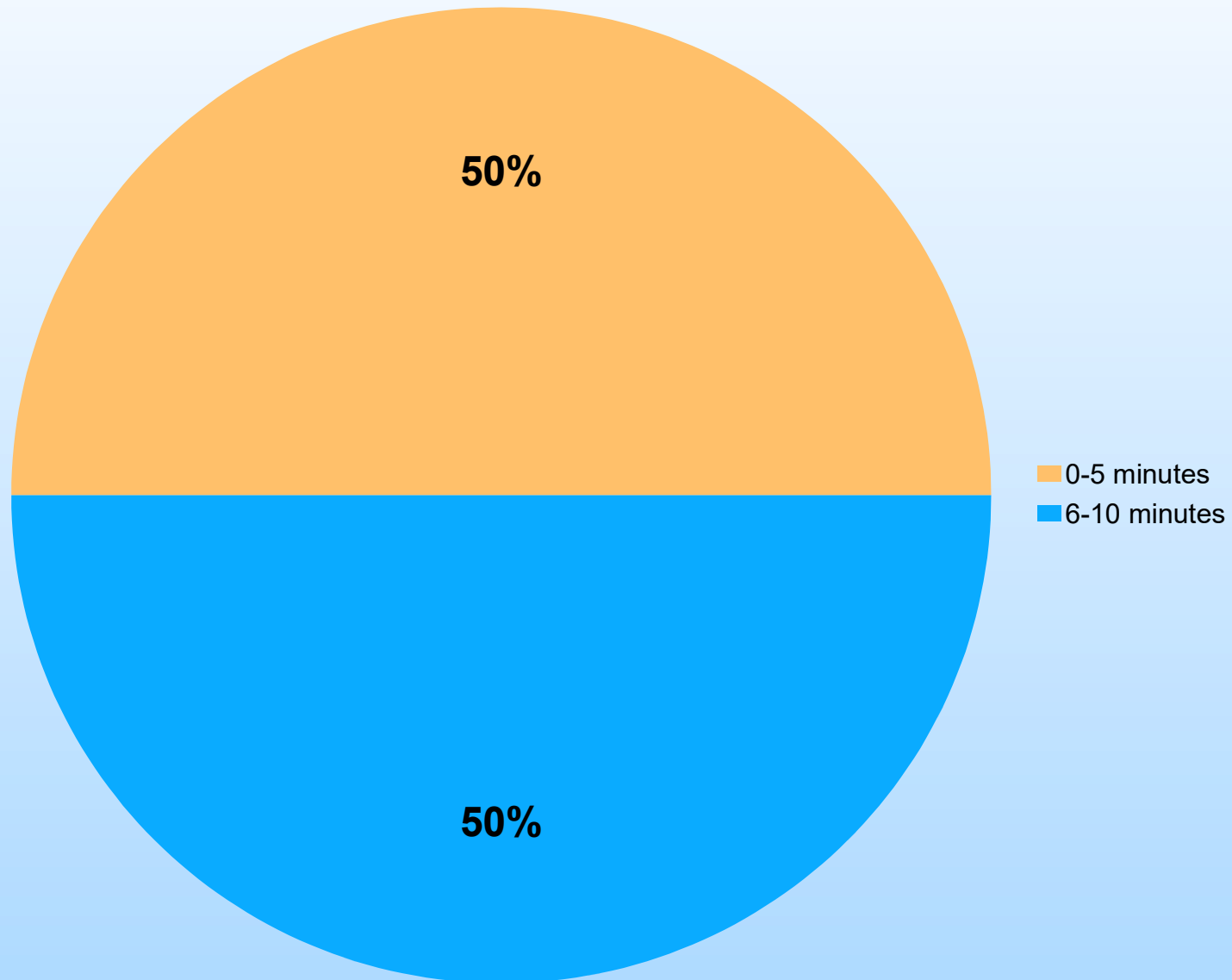
by percentage of respondents who answered "Walk" as the mode they used to get to the nearest bus stop from their home



Source: ETC Institute (2020)

## Q5-2. How Many Minutes Biked

by percentage of respondents who answered "Bicycle" as the mode they used to get to the nearest bus stop from their home

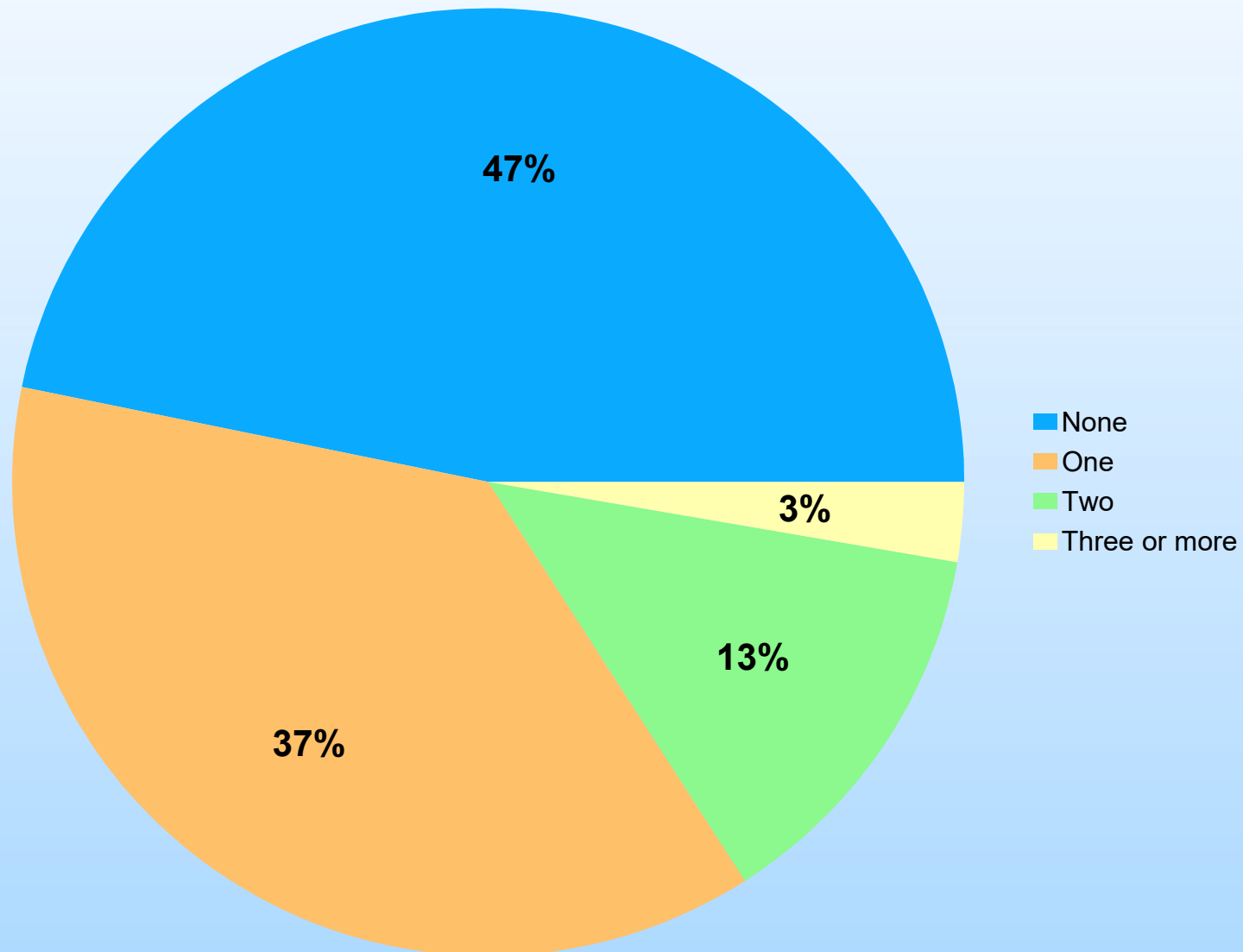


Source: ETC Institute (2020)



## Q6. How Many Transfers Respondent Makes to Reach Their Destination

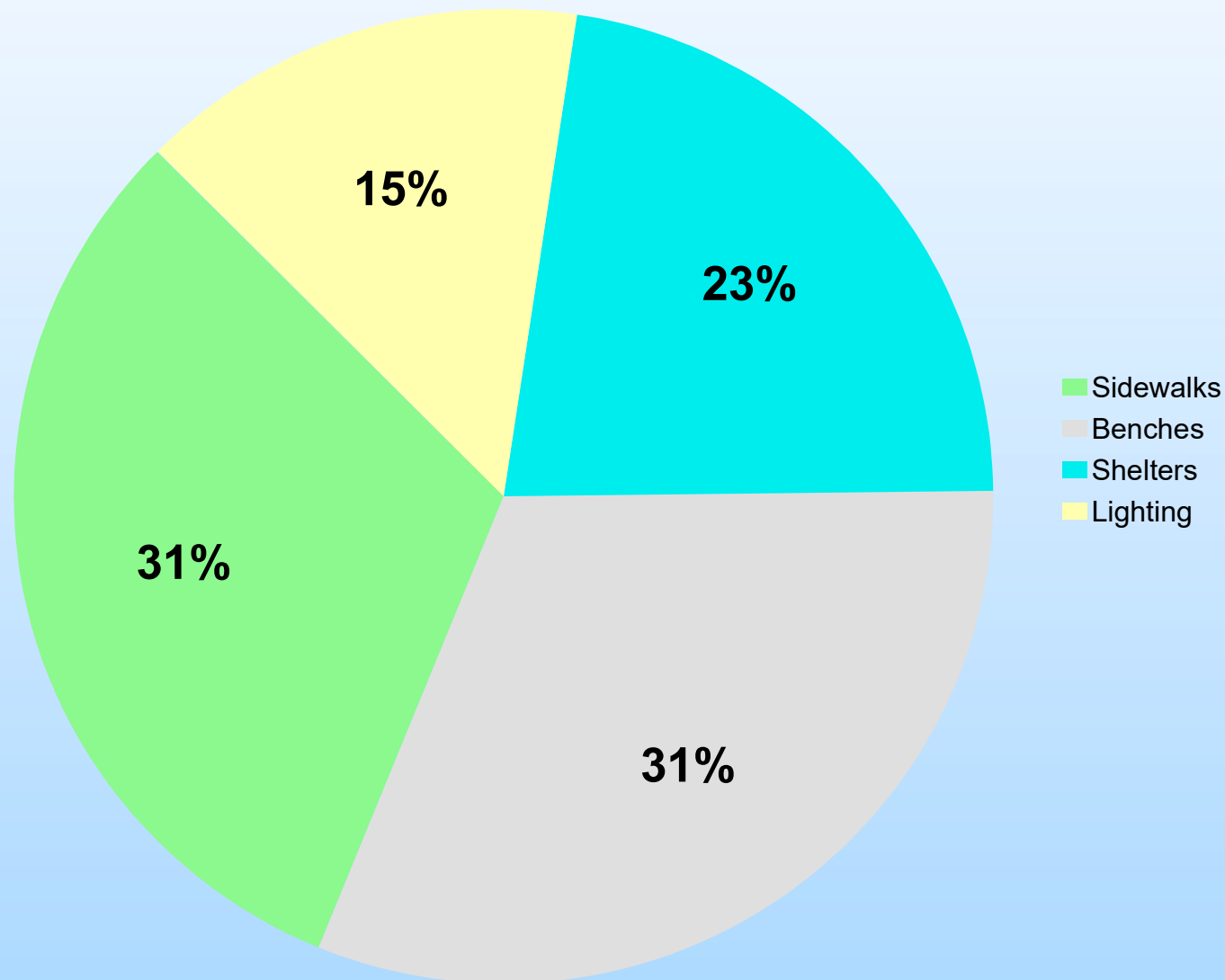
by percentage of respondents (without “not provided”)



Source: ETC Institute (2020)

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

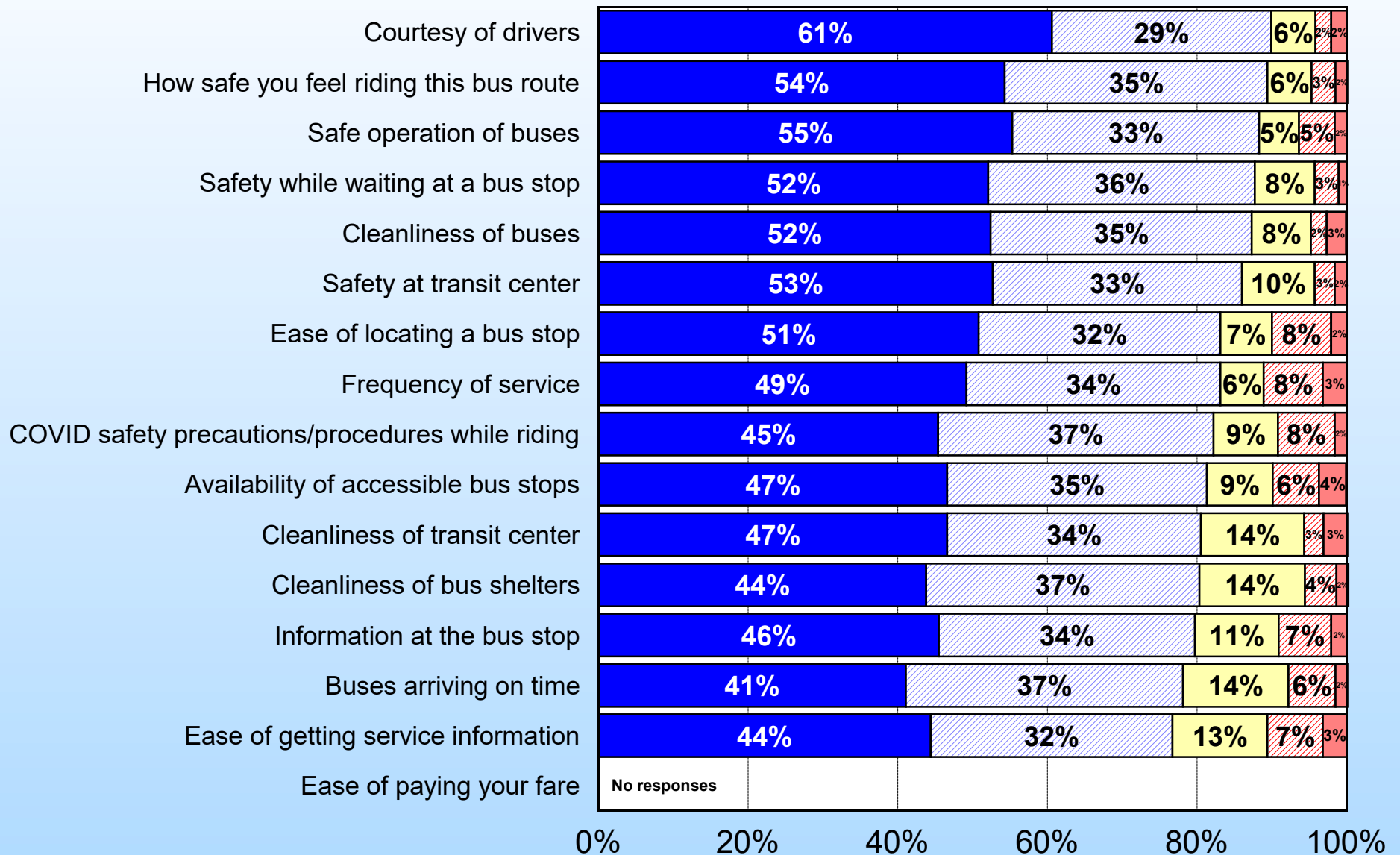
by percentage of respondents



Source: ETC Institute (2020)

## Q8. Satisfaction with Service

by percentage of respondents (without “not provided”)

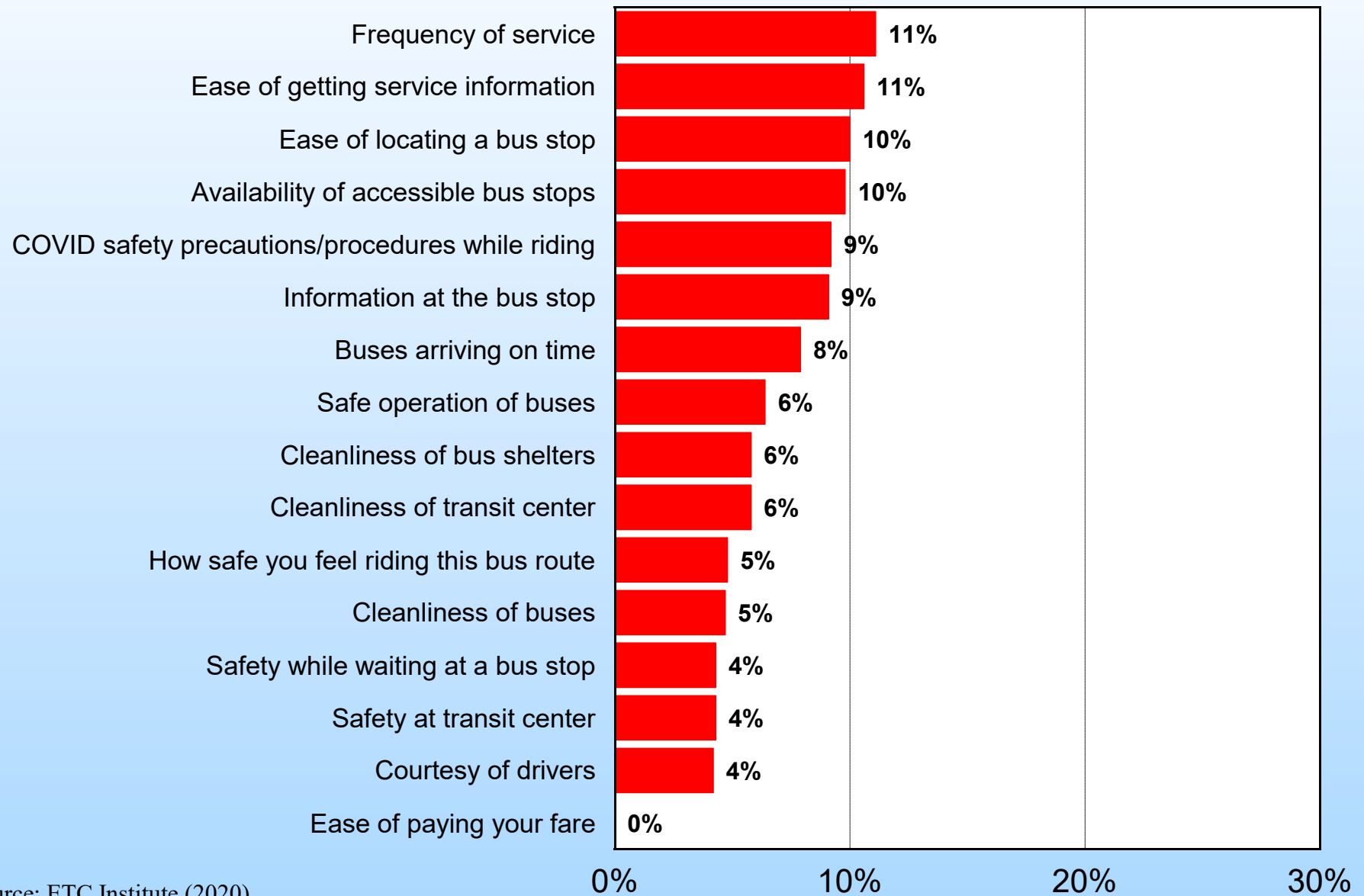


Source: ETC Institute (2020)



## Q8. Dissatisfaction with Service

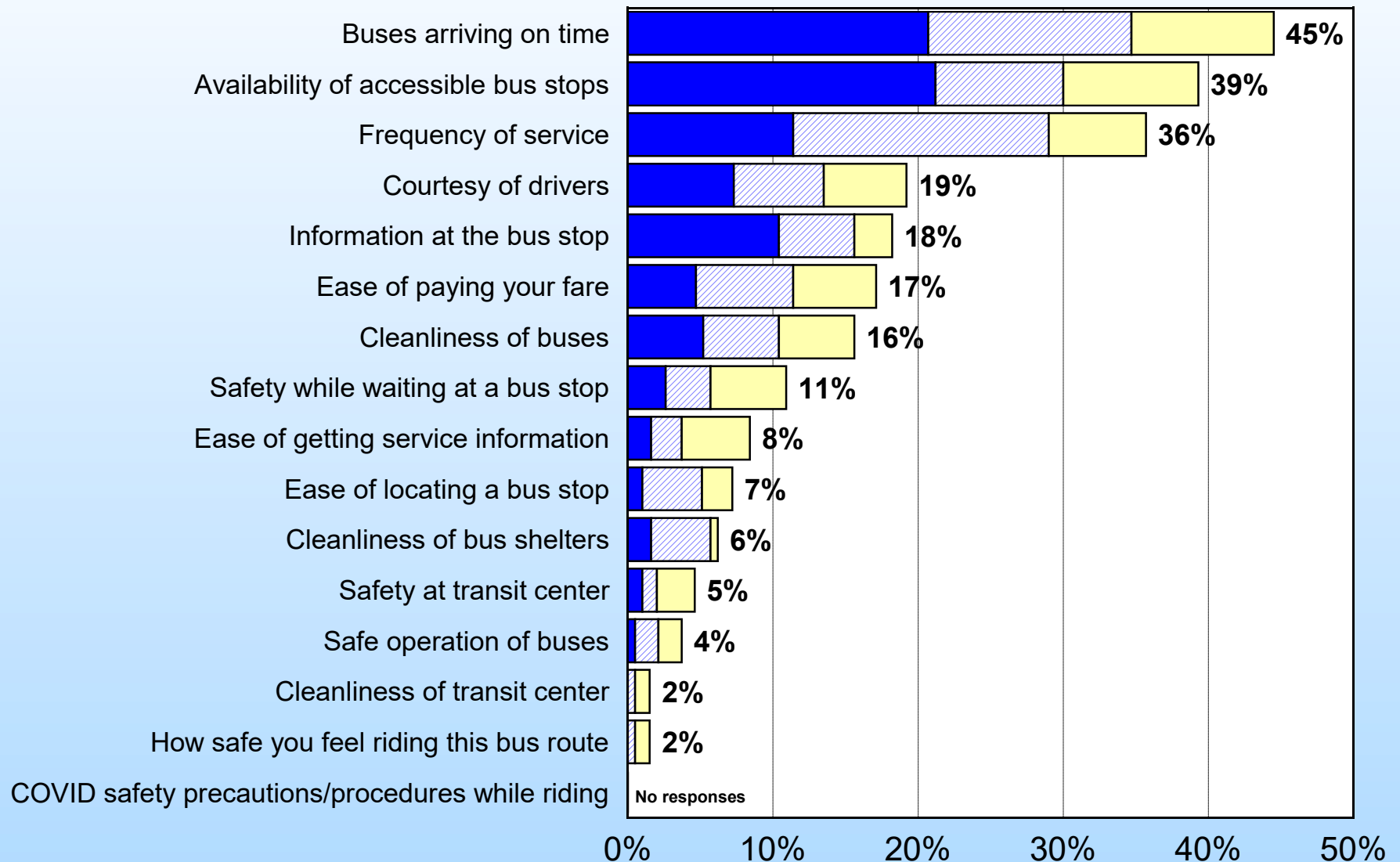
by percentage of respondents who rated the item as "Dissatisfied" or "Very Dissatisfied"



Source: ETC Institute (2020)

# Q8a. Importance of Service Items

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

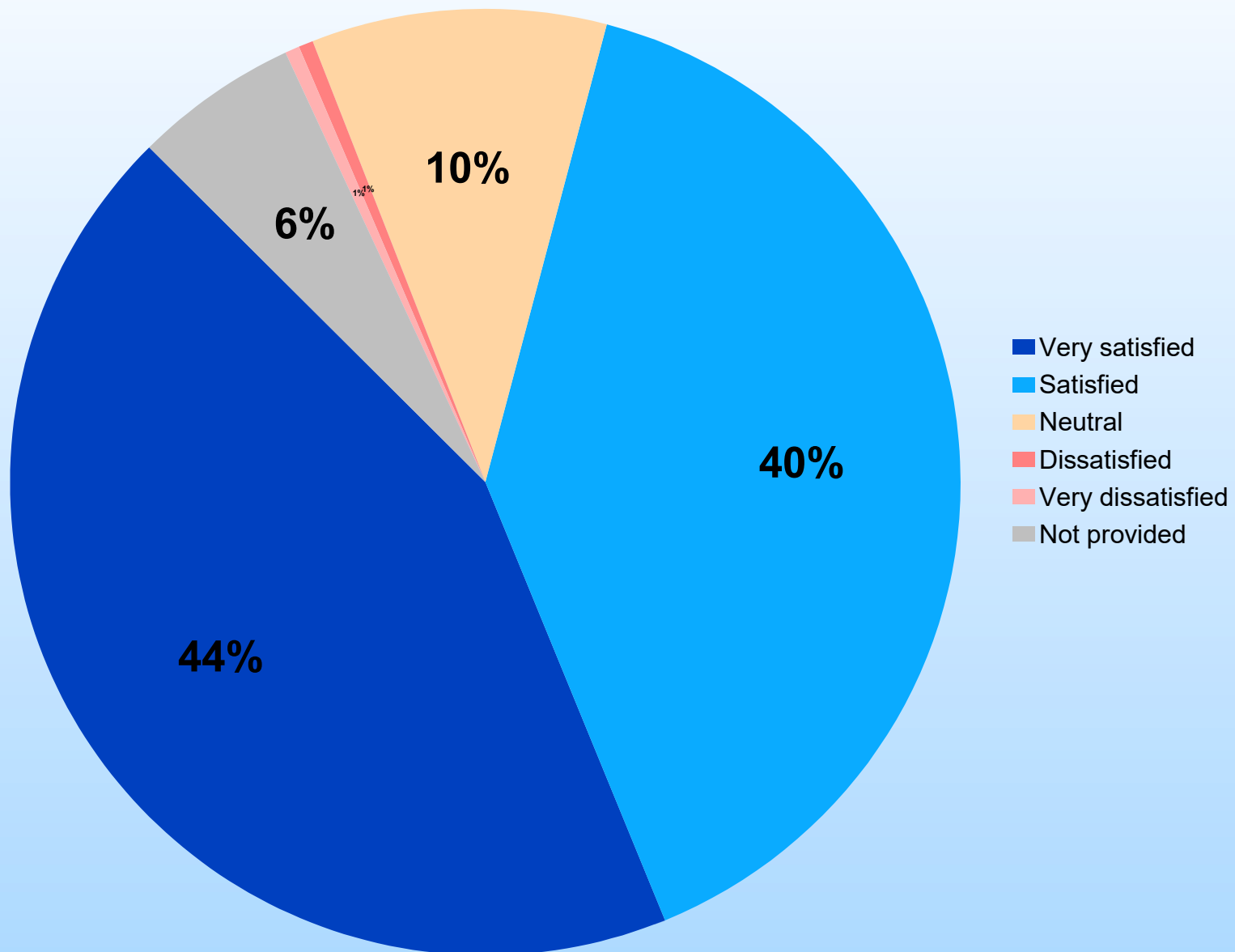


Source: ETC Institute (2020)

■ Most Important    ▨ 2nd Choice    ■ 3rd Choice

## Q8b. Satisfaction with EMBARK Fixed Route Service

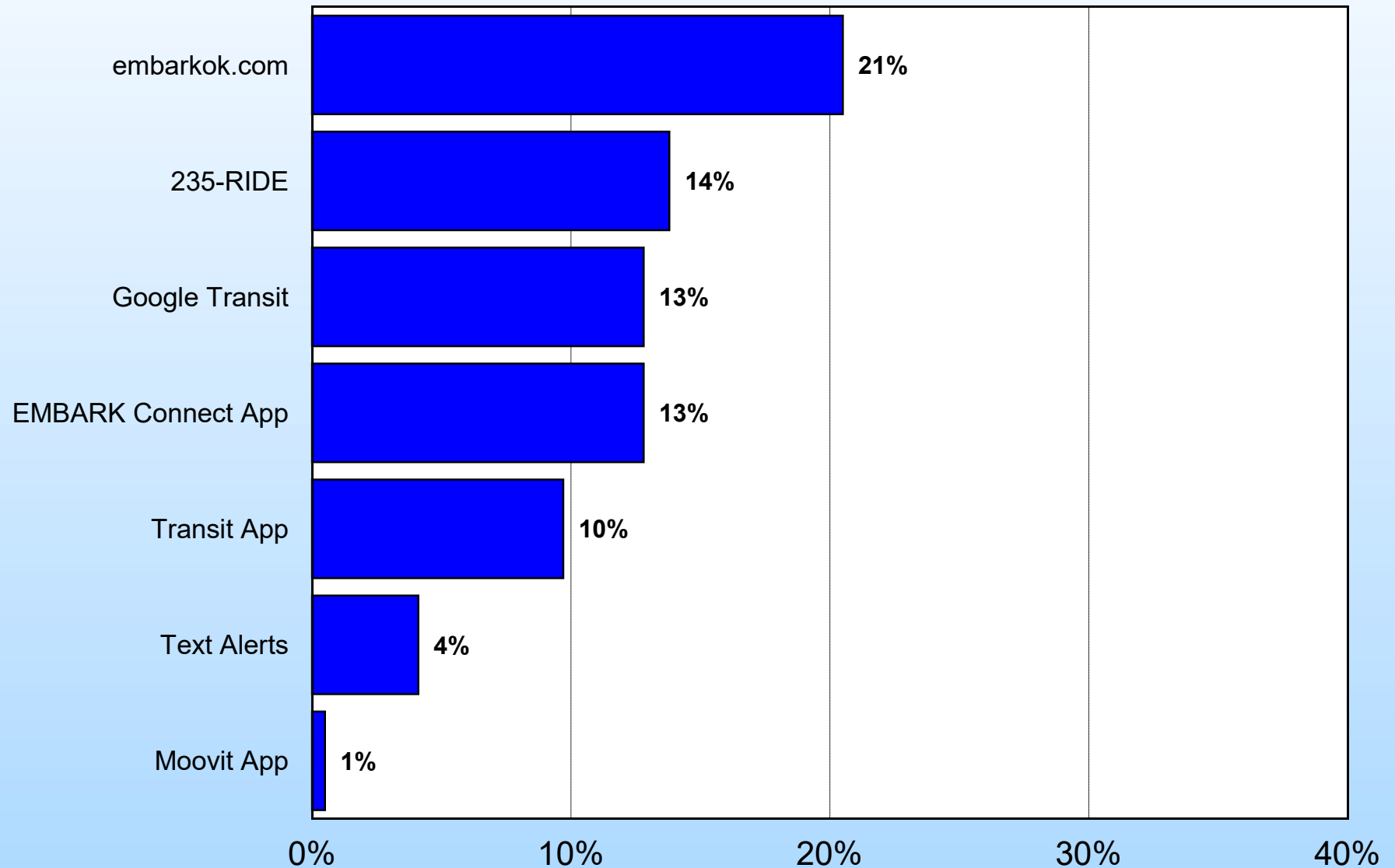
by percentage of respondents



Source: ETC Institute (2020)

## Q9. Has Respondent Used Any of the Following Trip Planning Tools

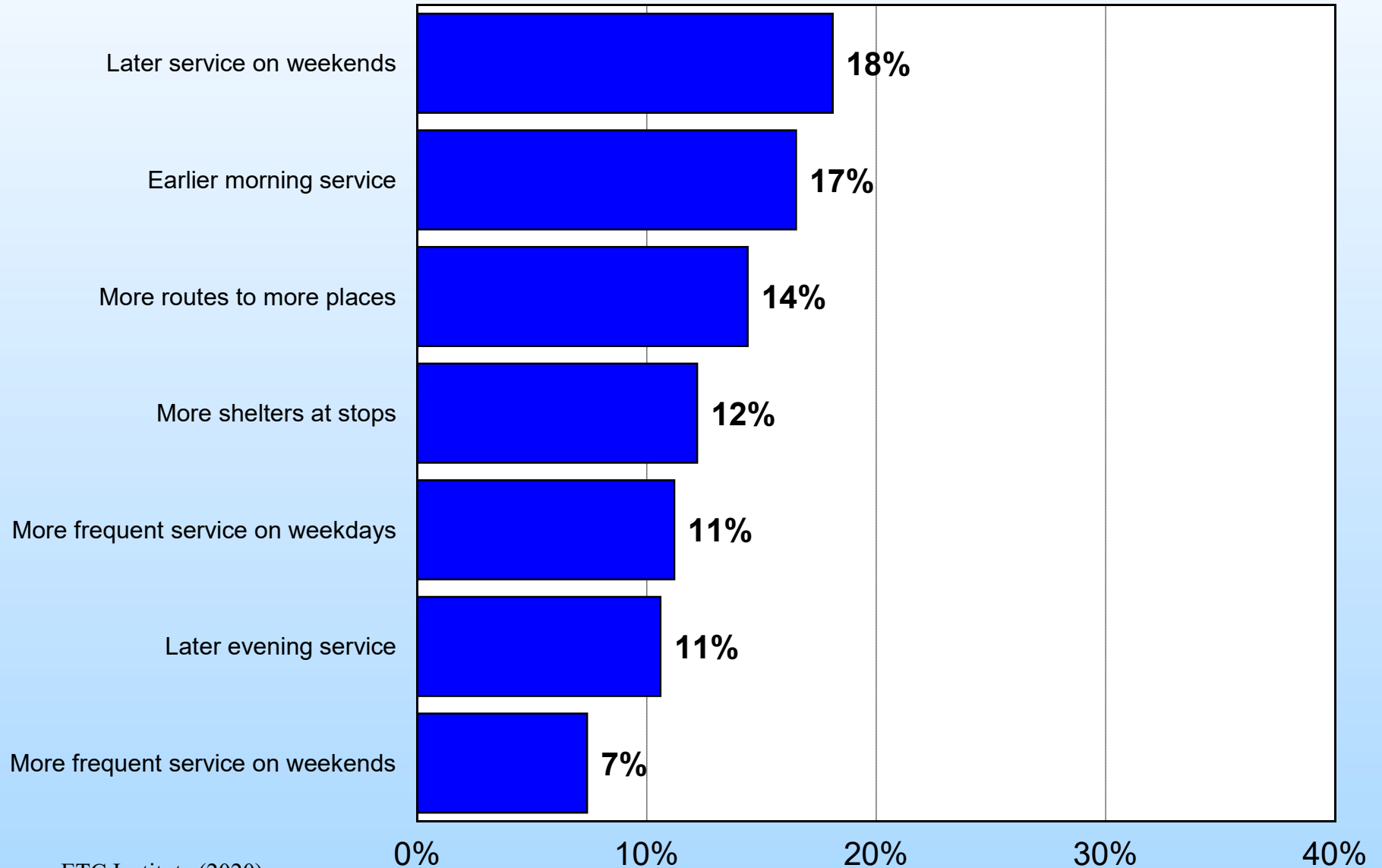
by percentage of respondents



Source: ETC Institute (2020)

## Q10. Improvement Respondent Would Like to See in Transit Service in the Area

by percentage of respondents (without “not provided”)

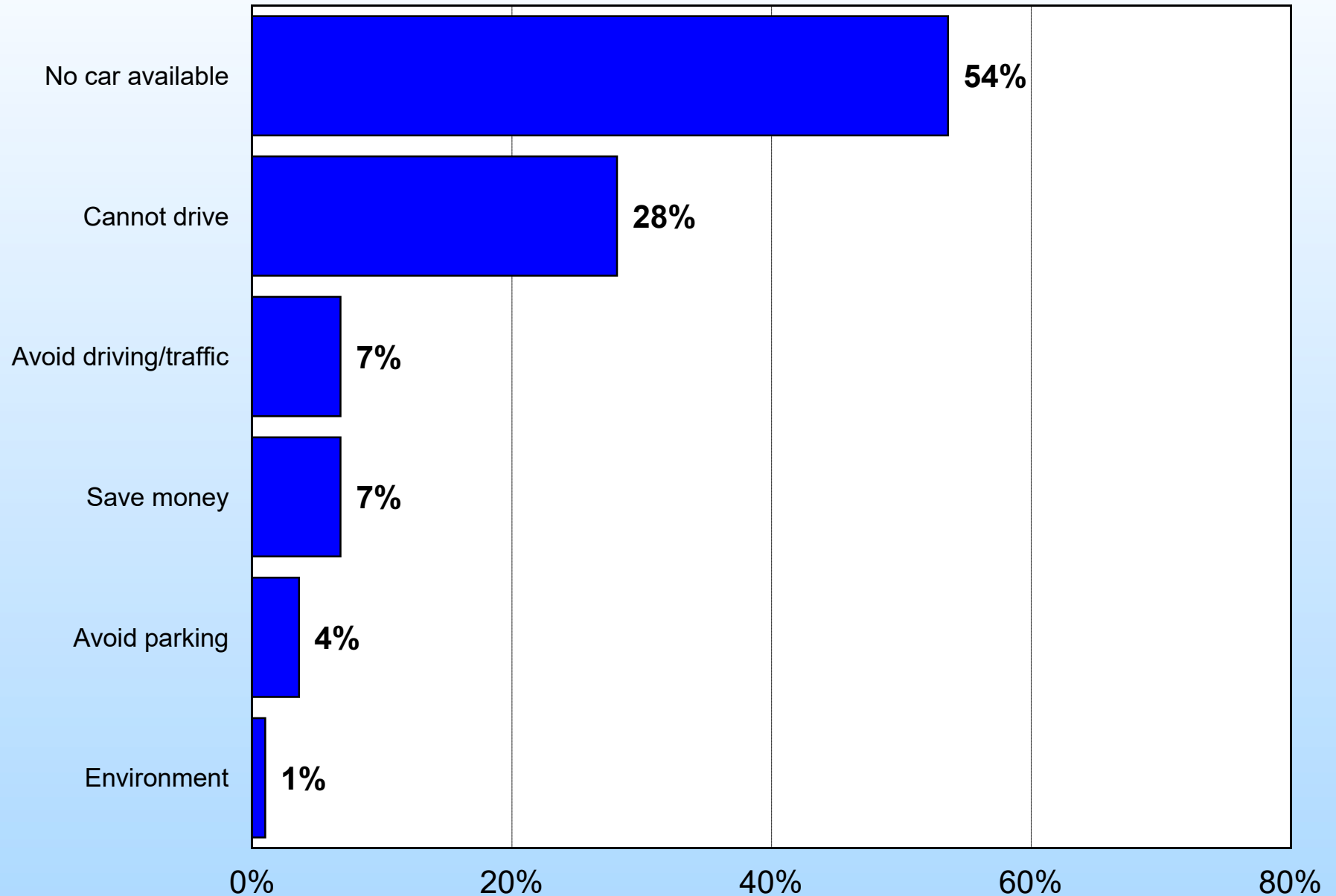


Source: ETC Institute (2020)



# Q11. Primary Reason Respondent Uses Transit

by percentage of respondents (without "not provided")

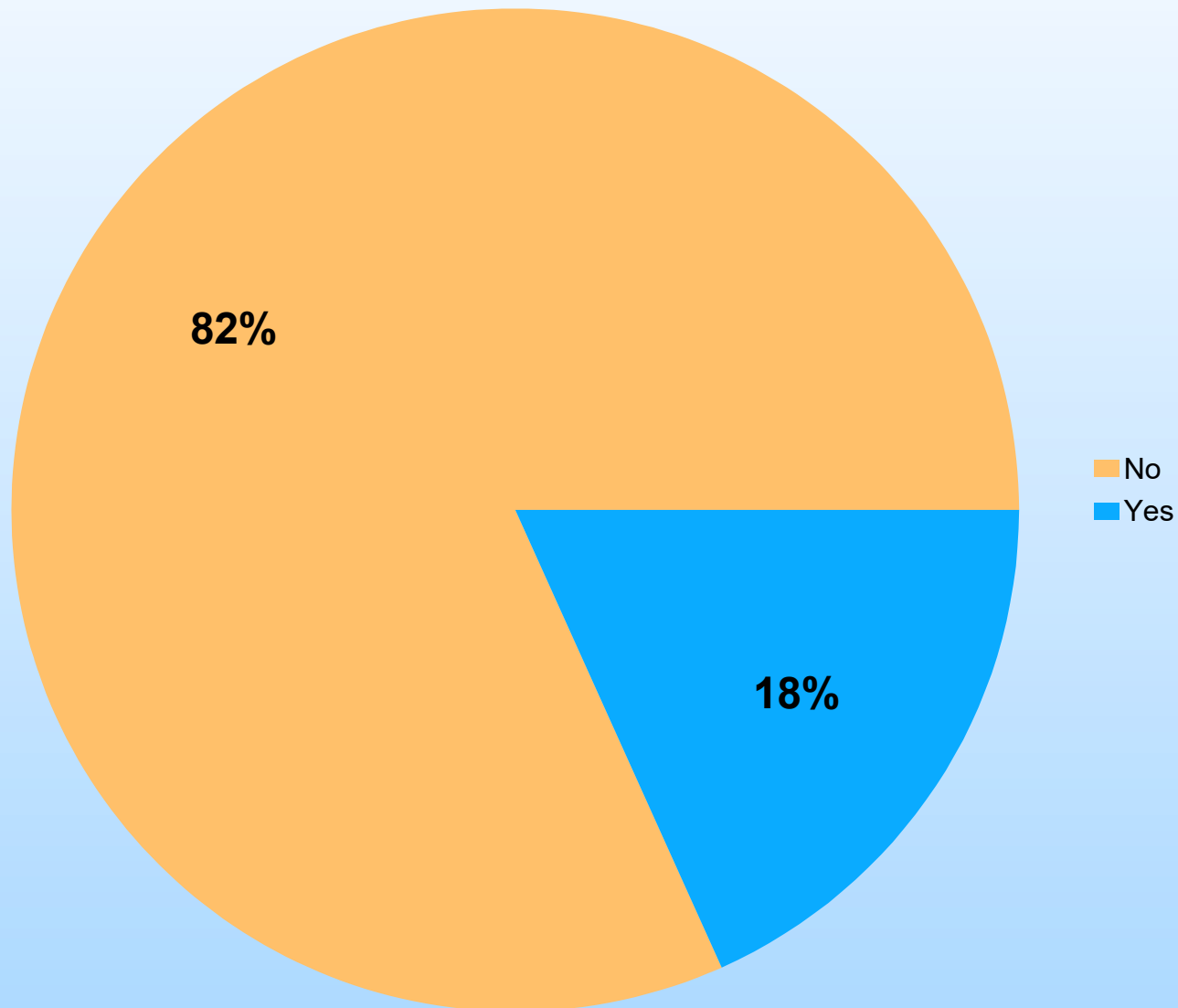


Source: ETC Institute (2020)

# Demographics

## Q12. Does Respondent Speak a Language Other Than English at Home

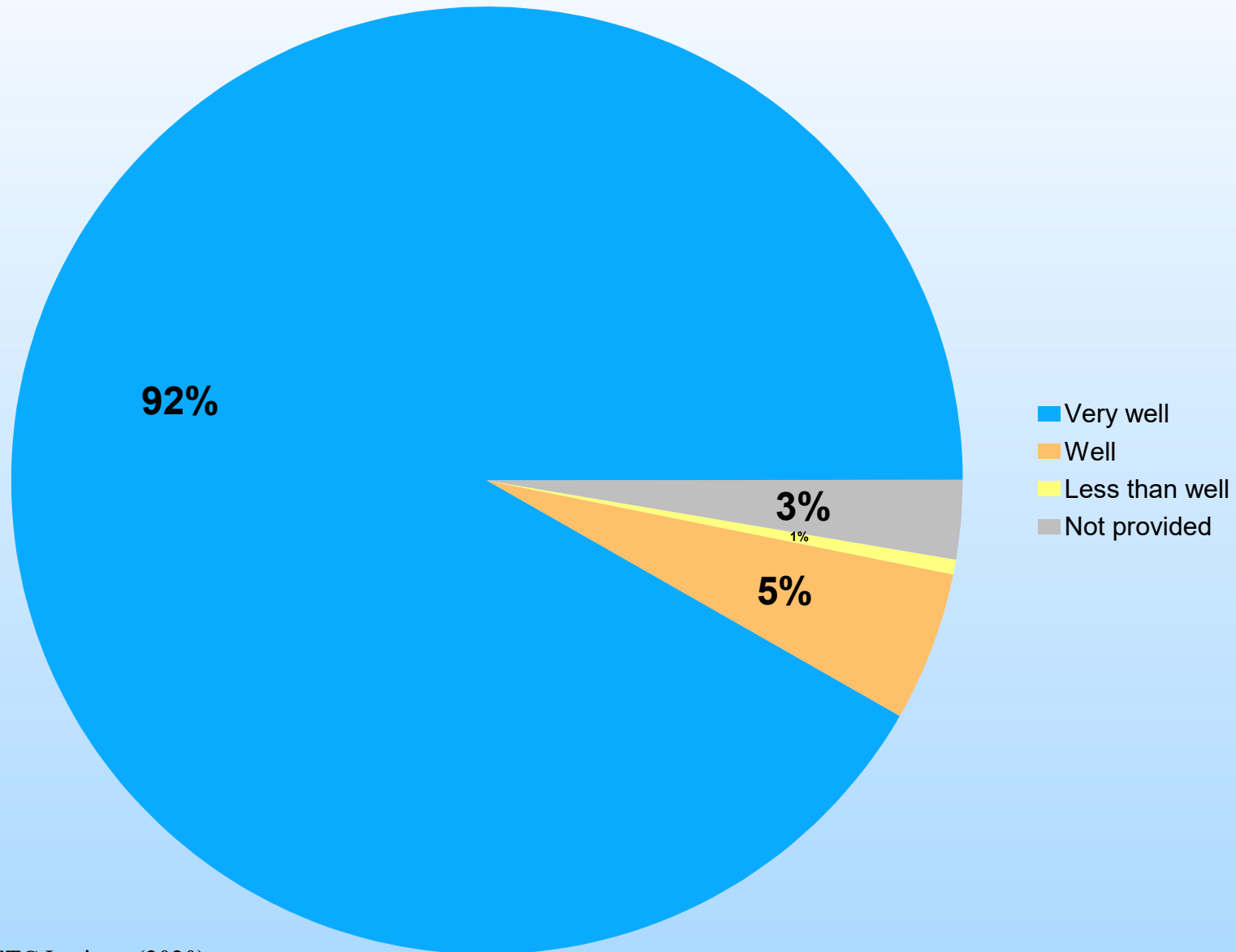
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020)

# Q12a. How well do you speak English?

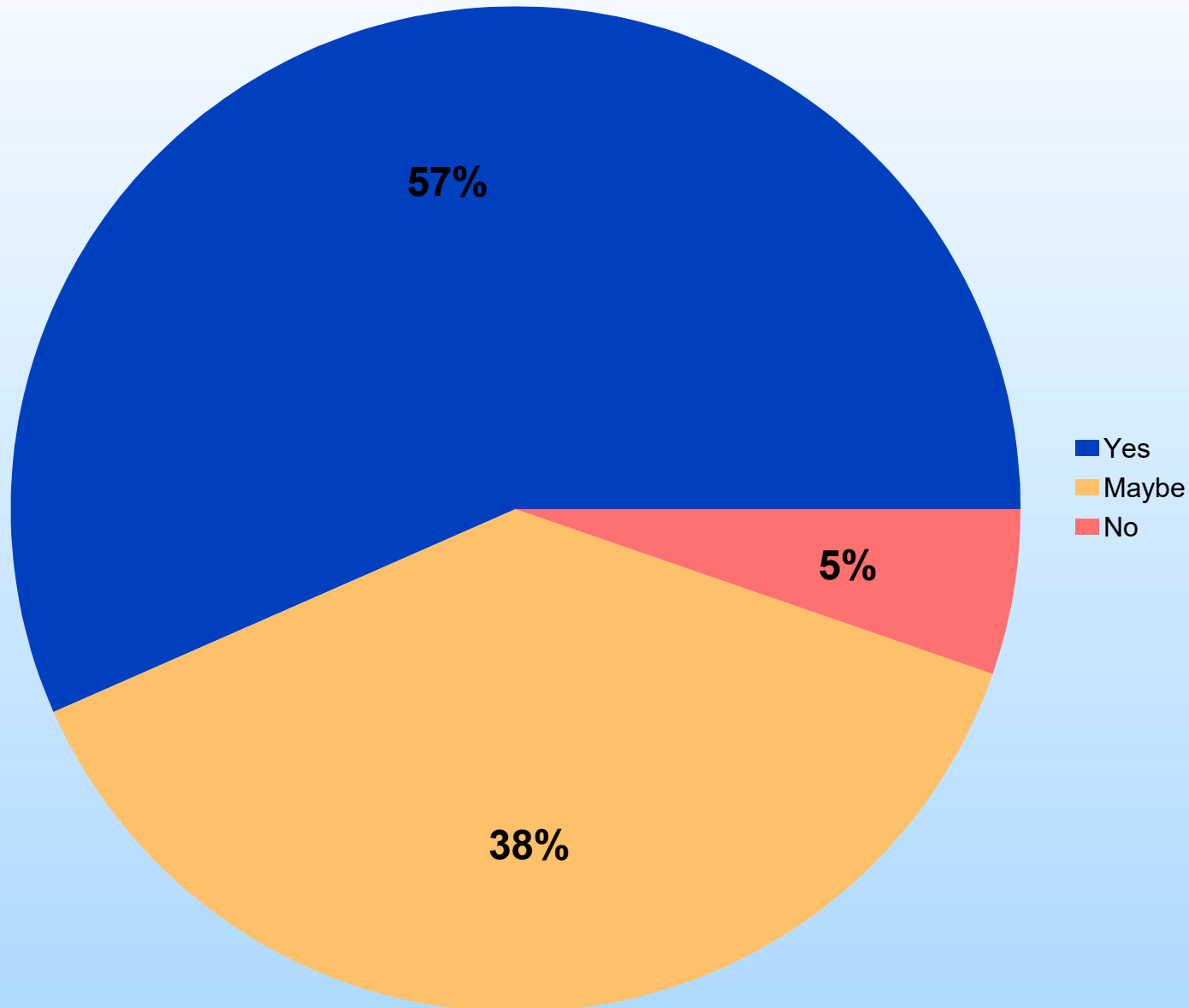
by percentage of respondents



Source: ETC Institute (2020)

# Q13. Will You Still Be Using EMBARK 1 Year From Now

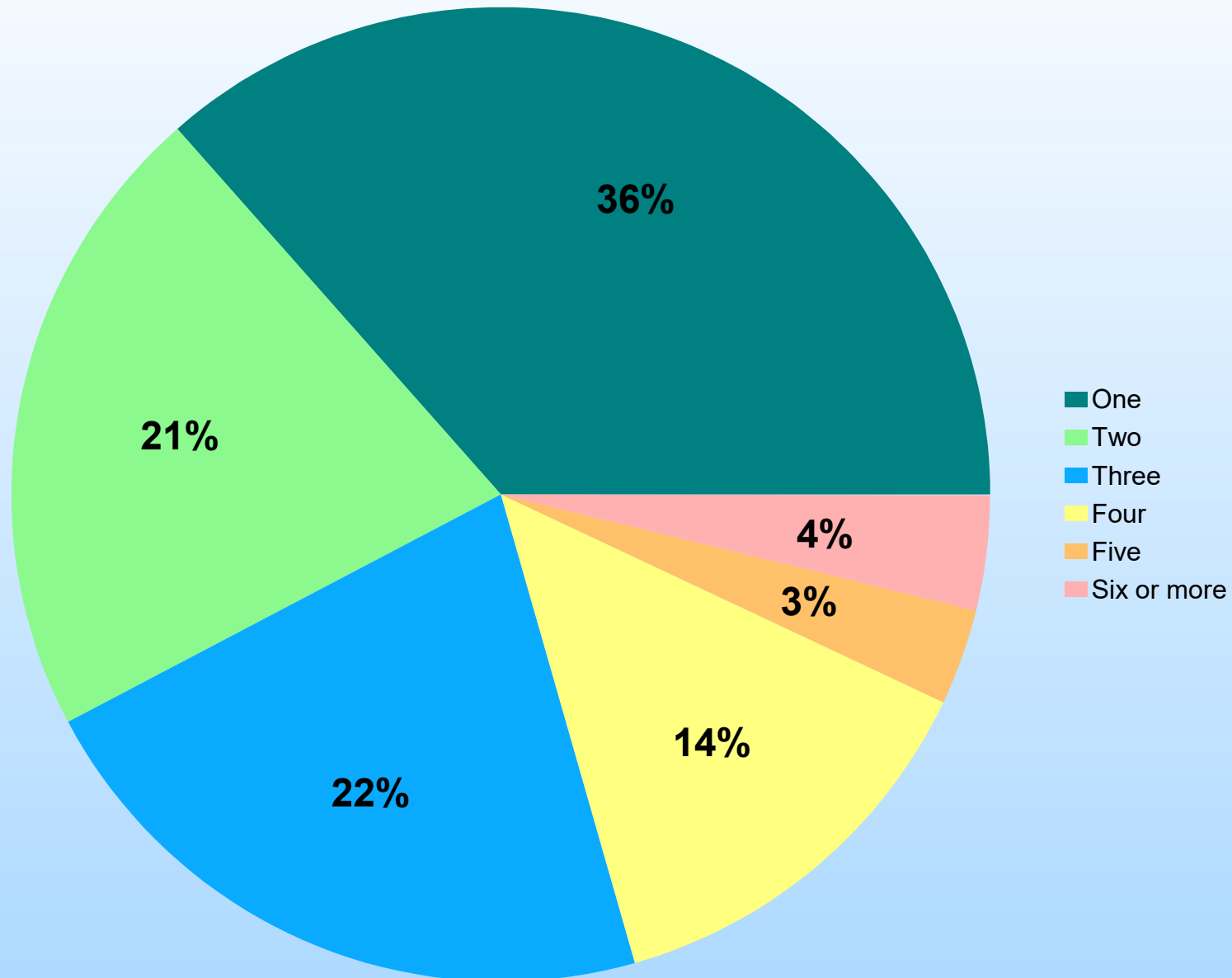
by percentage of respondents (excluding "not provided")



Source: ETC Institute (2020)

## Q14. Total Household Members

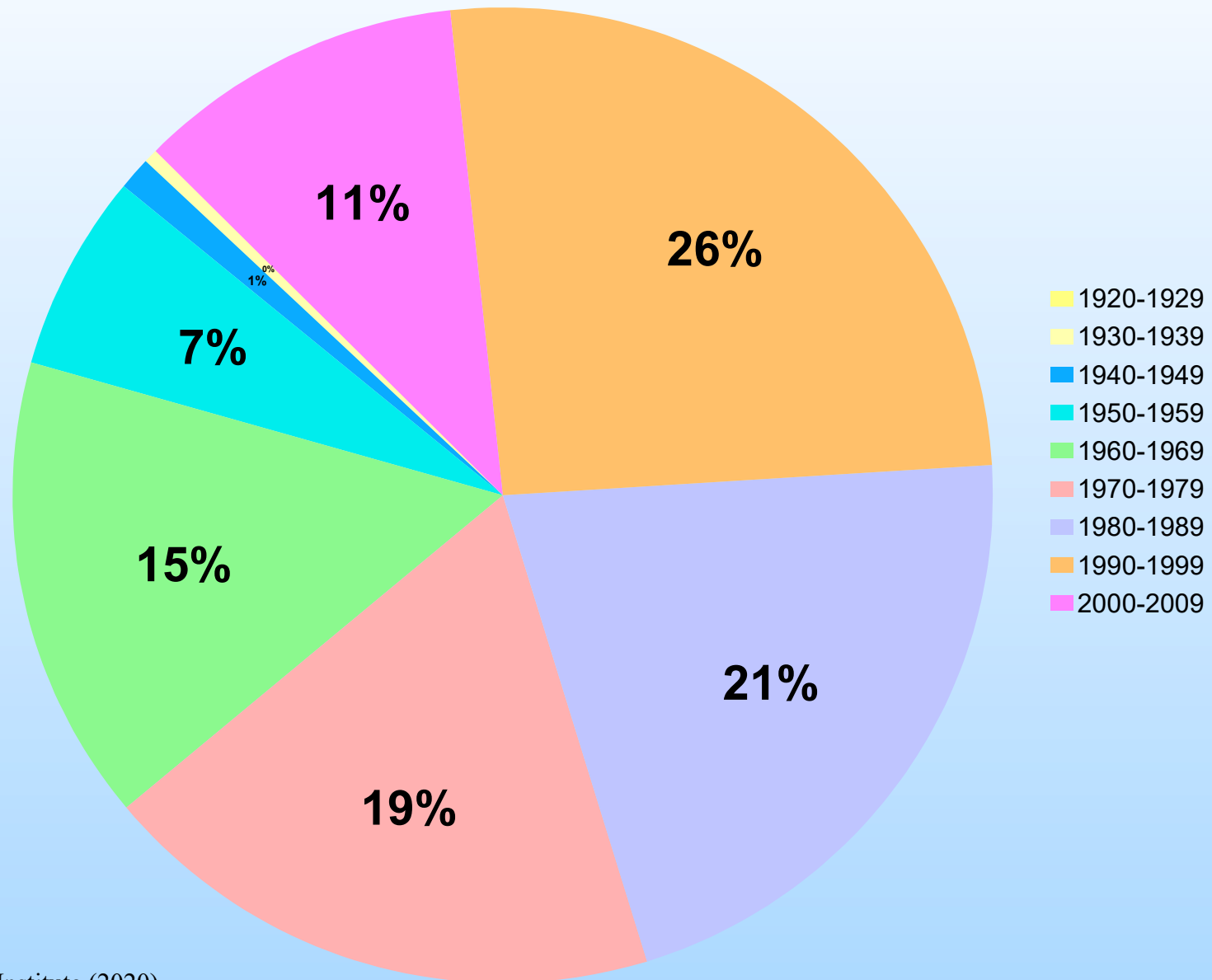
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020)

# Q15. What year were you born?

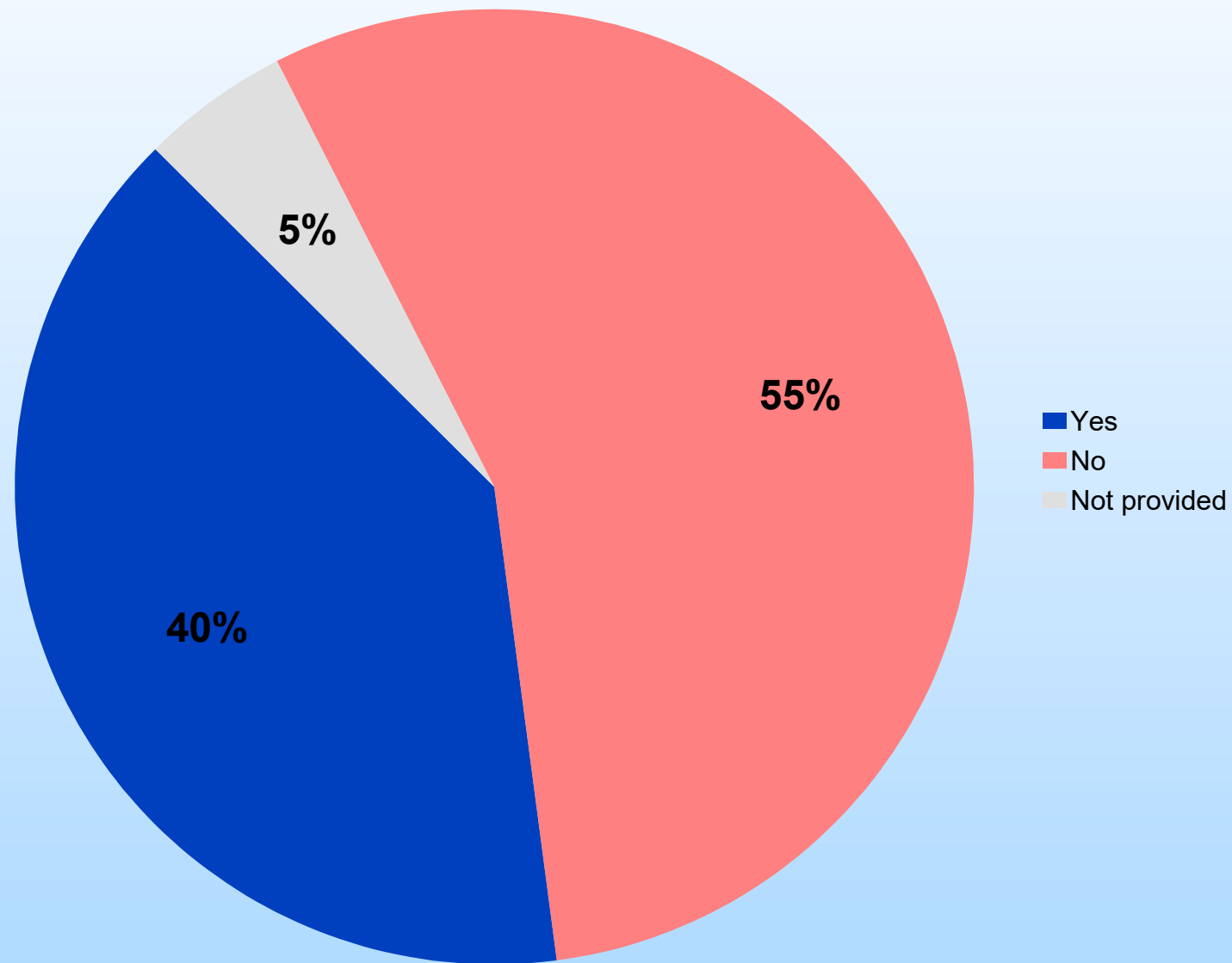
by percentage of respondents



Source: ETC Institute (2020)

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

by percentage of respondents

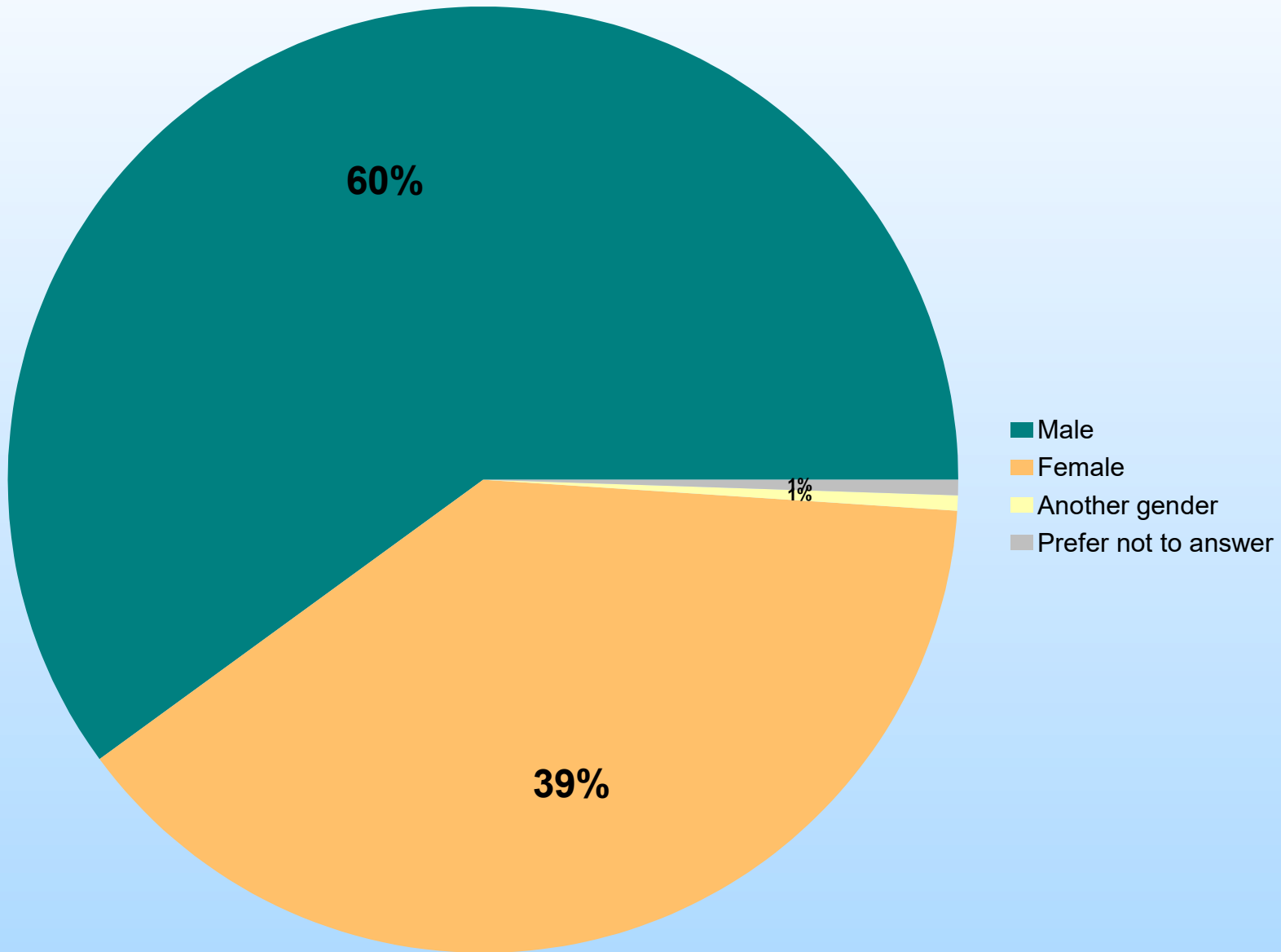


Source: ETC Institute (2020)



# Q18. Gender

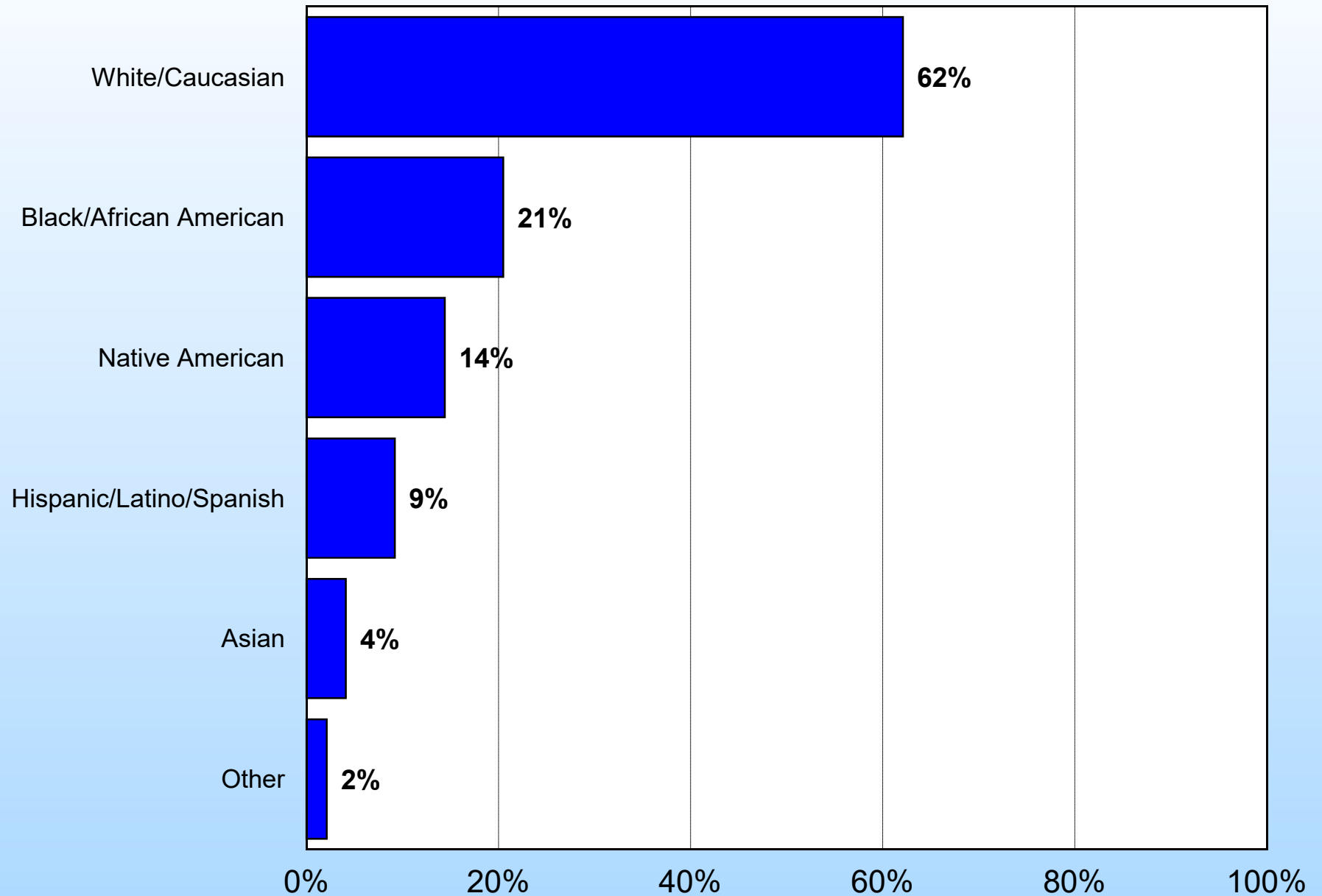
by percentage of respondents



Source: ETC Institute (2020)

# Q19. Race

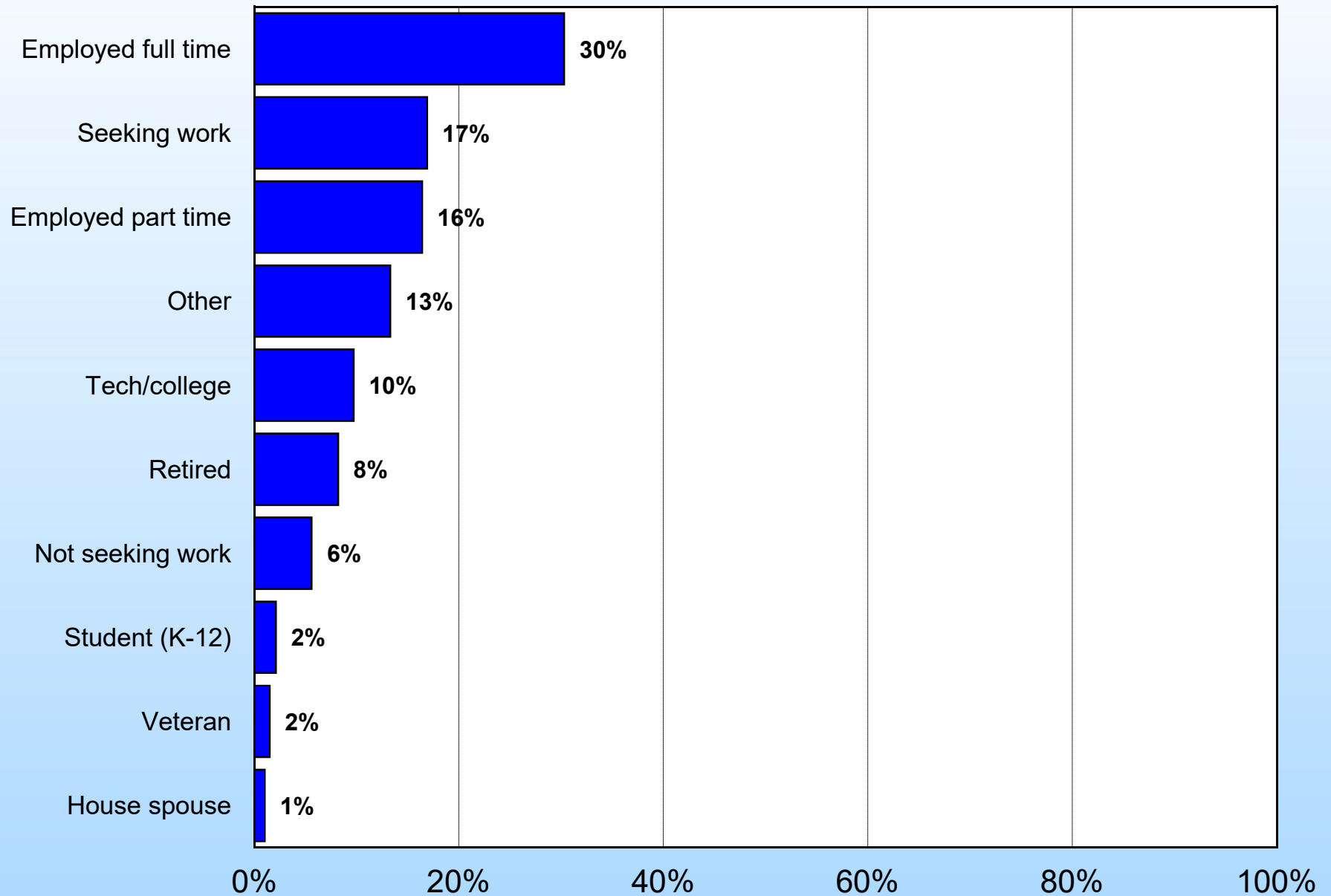
by percentage of respondents



Source: ETC Institute (2020)

# Q20. Employment Status

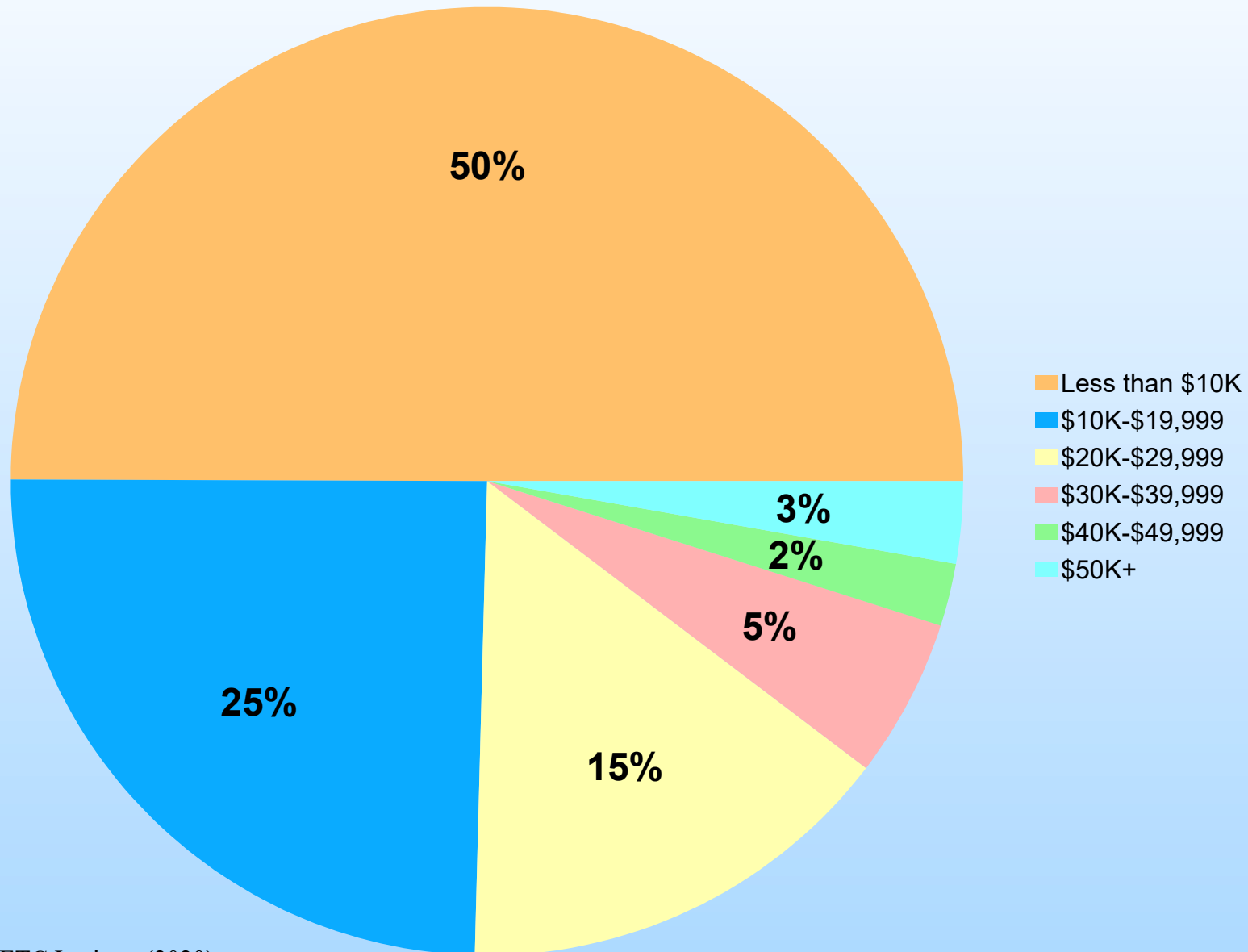
by percentage of respondents



Source: ETC Institute (2020)

## Q21. Annual Household Income in 2019

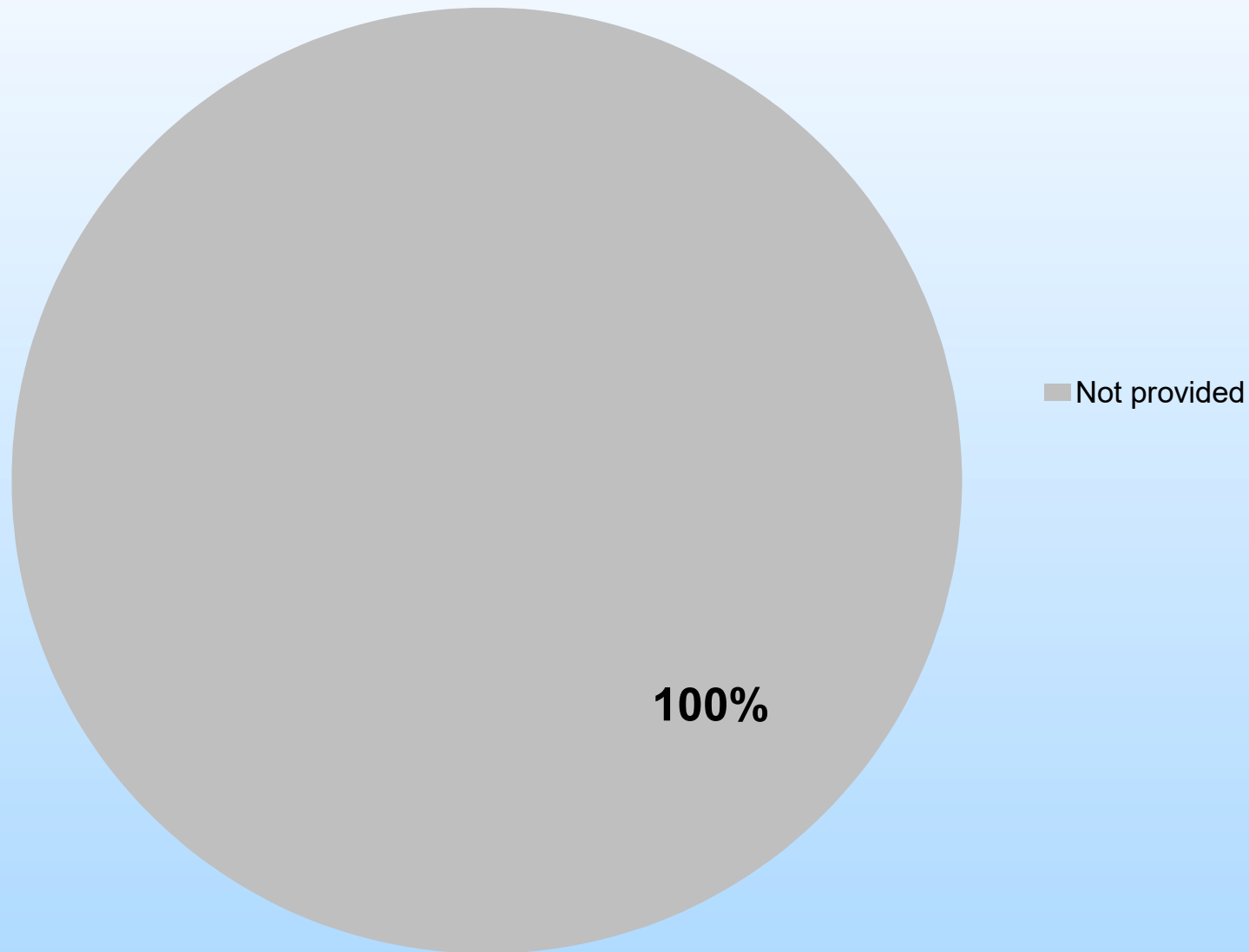
by percentage of respondents (without “don’t know”)



Source: ETC Institute (2020)

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

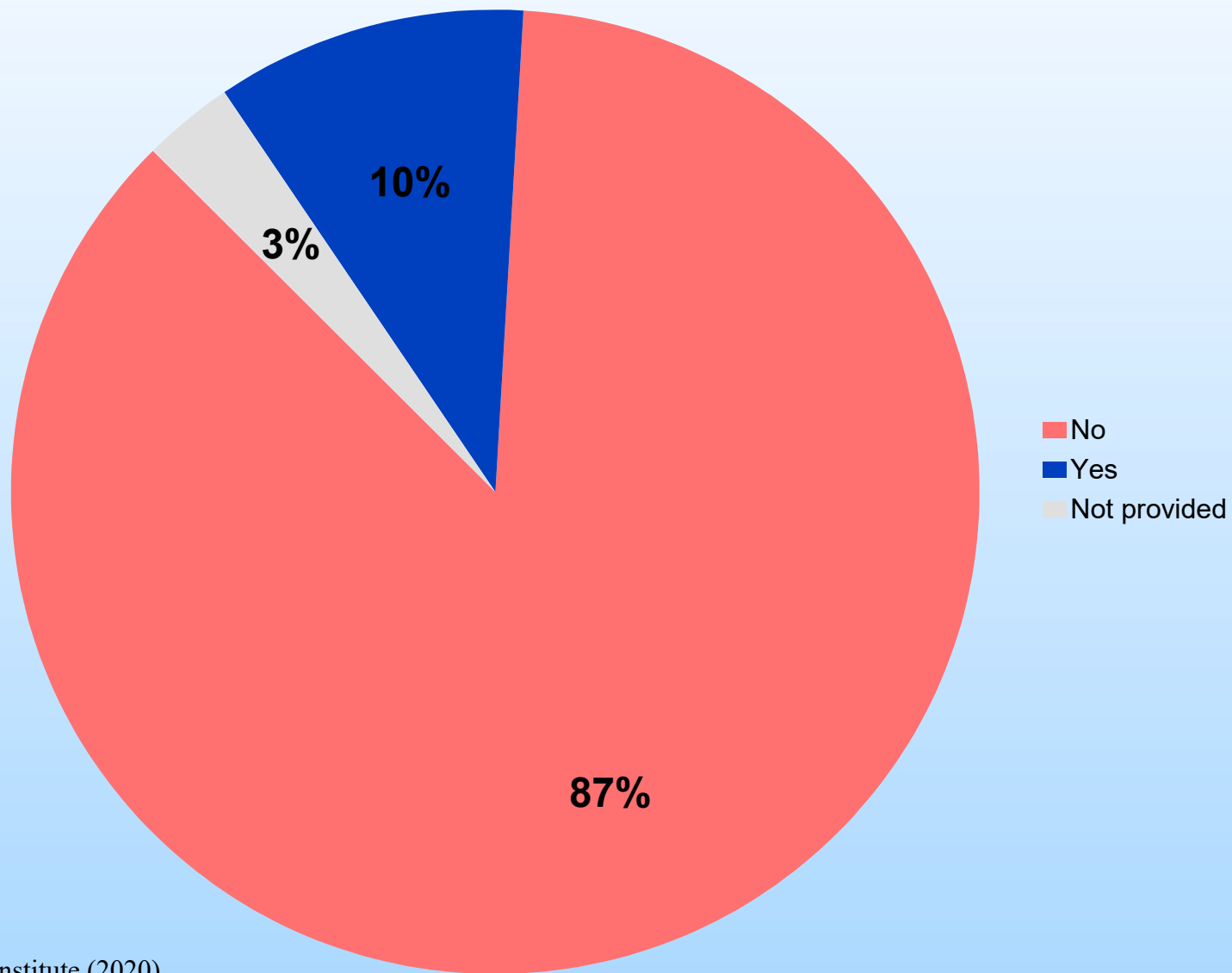
by percentage of respondents (excluding “not provided”)



Source: ETC Institute (2020)

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

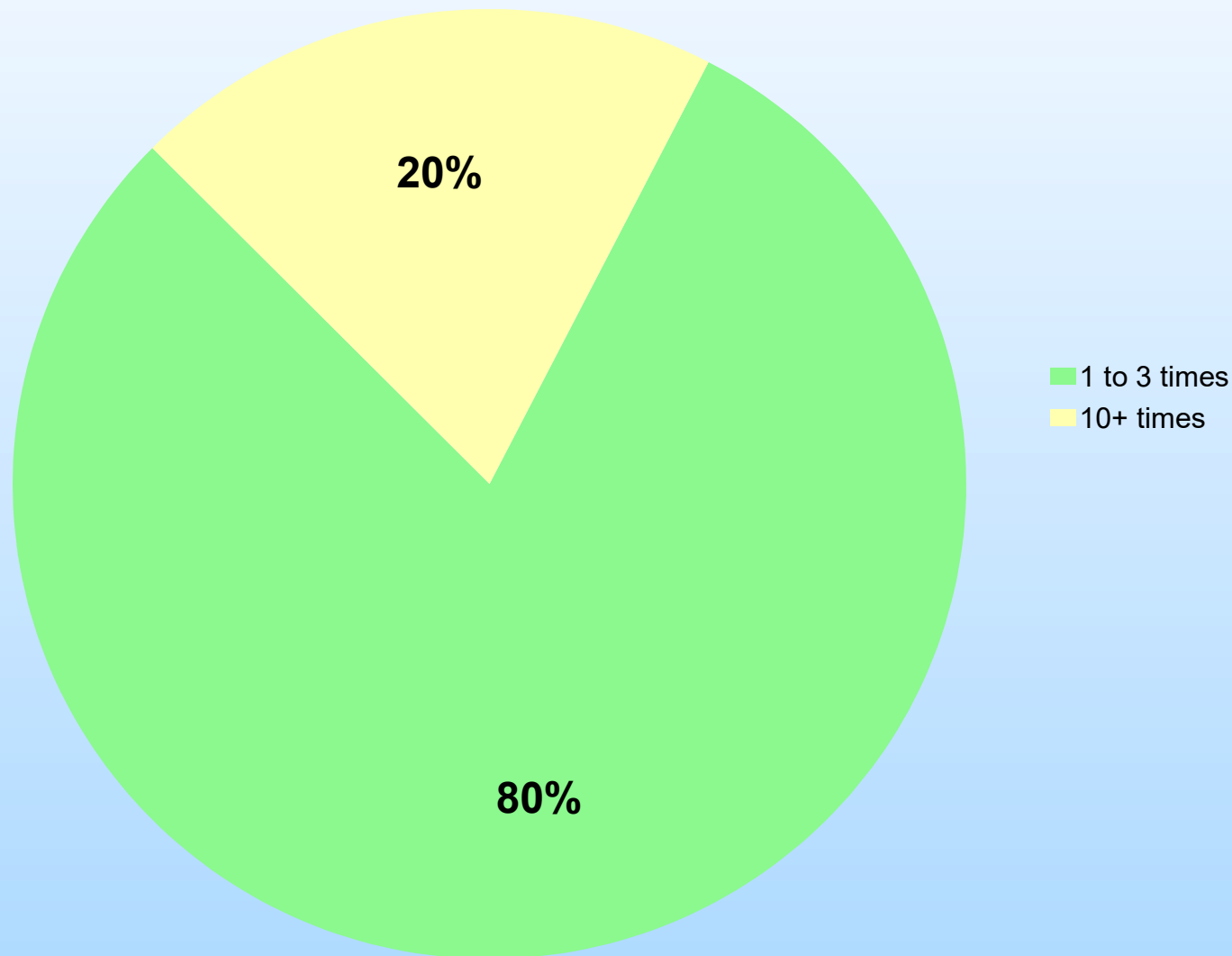
by percentage of respondents



Source: ETC Institute (2020)

## Q23a. How many times have you utilized Plus ADA paratransit services in the last year?

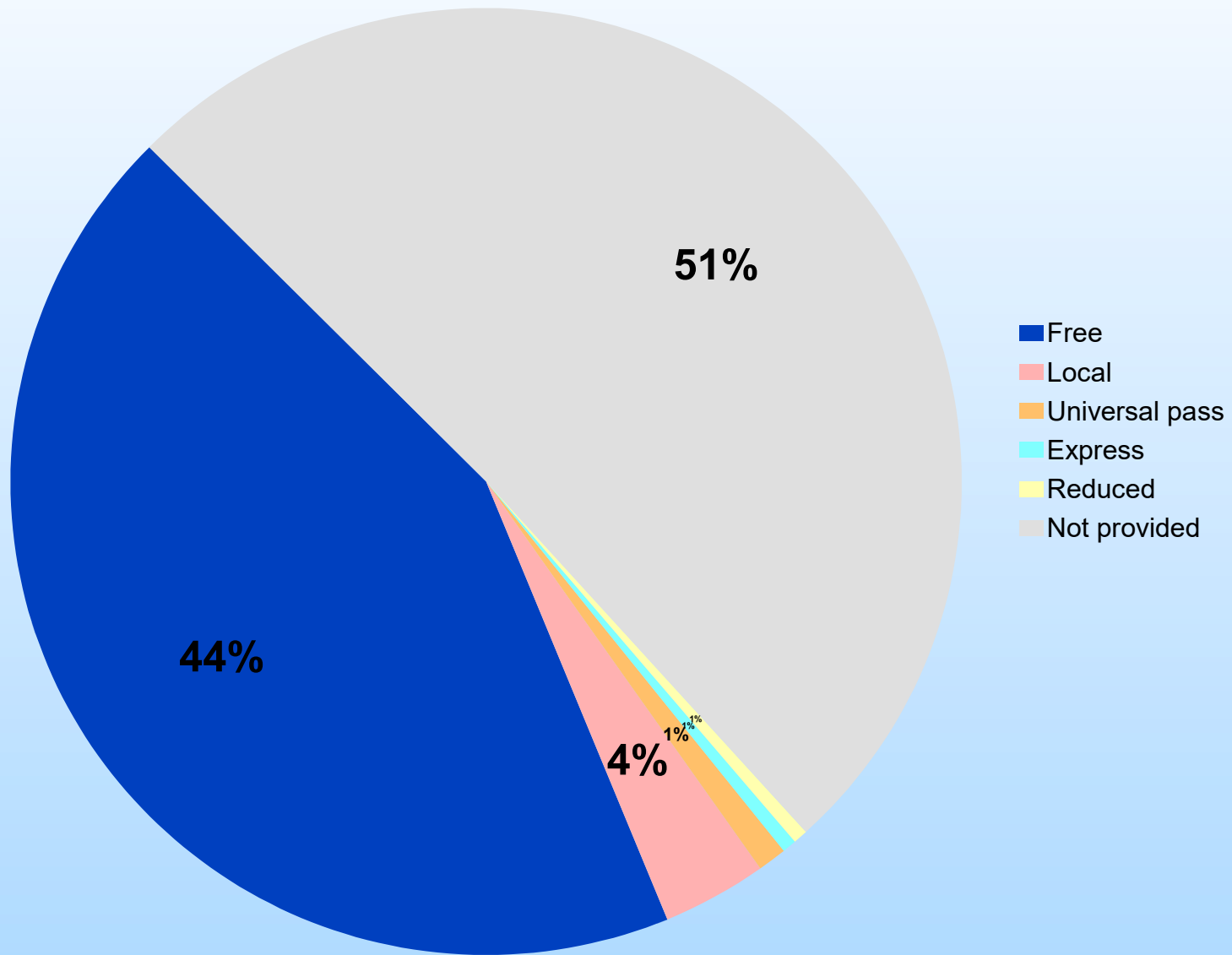
by percentage of respondents who indicated they have utilized Plus ADA paratransit



Source: ETC Institute (2020)

# Q35. What kind of pass did you use for this trip?

by percentage of respondents

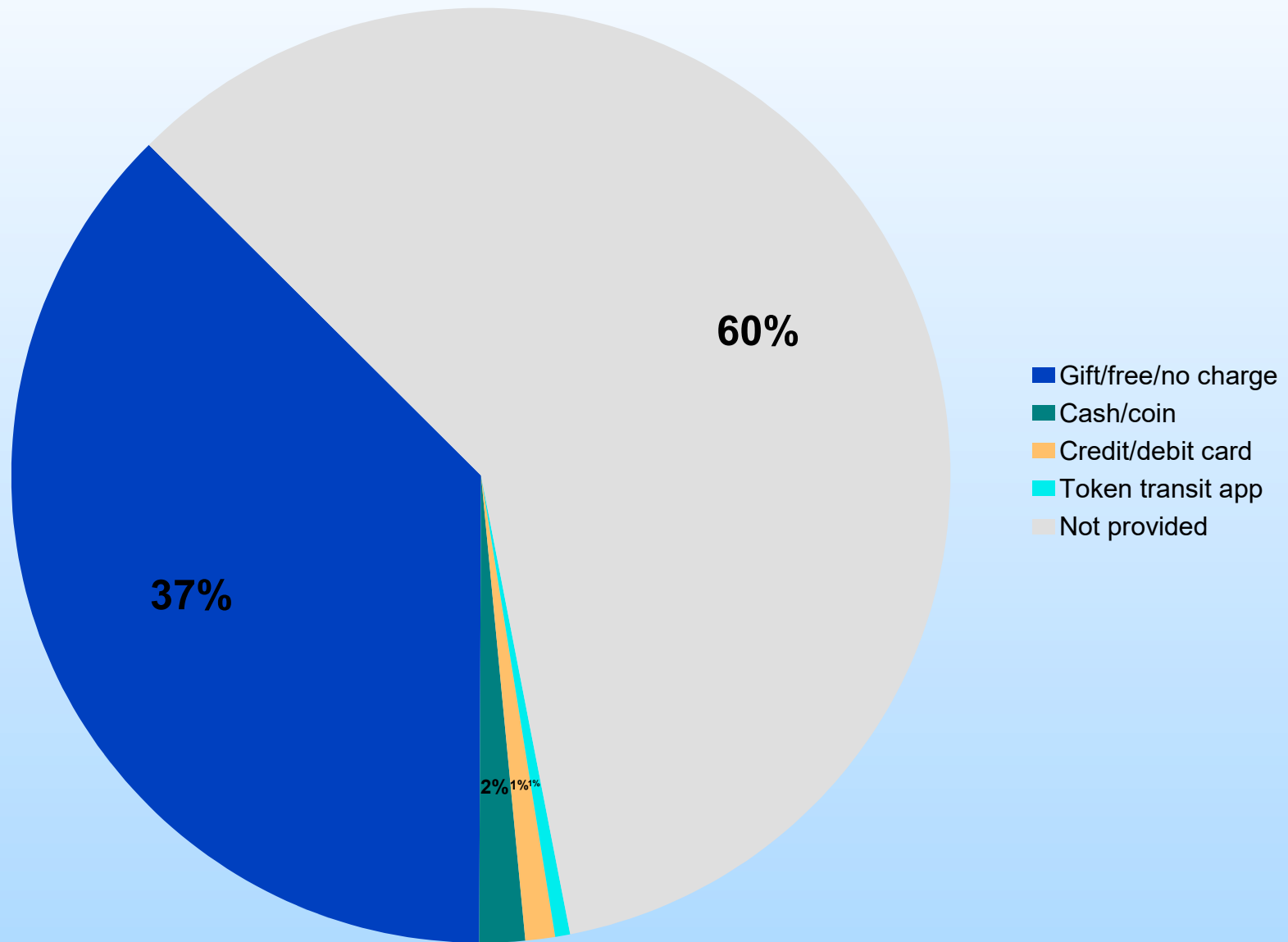


Source: ETC Institute (2020)



# Q36. How did you pay for your pass?

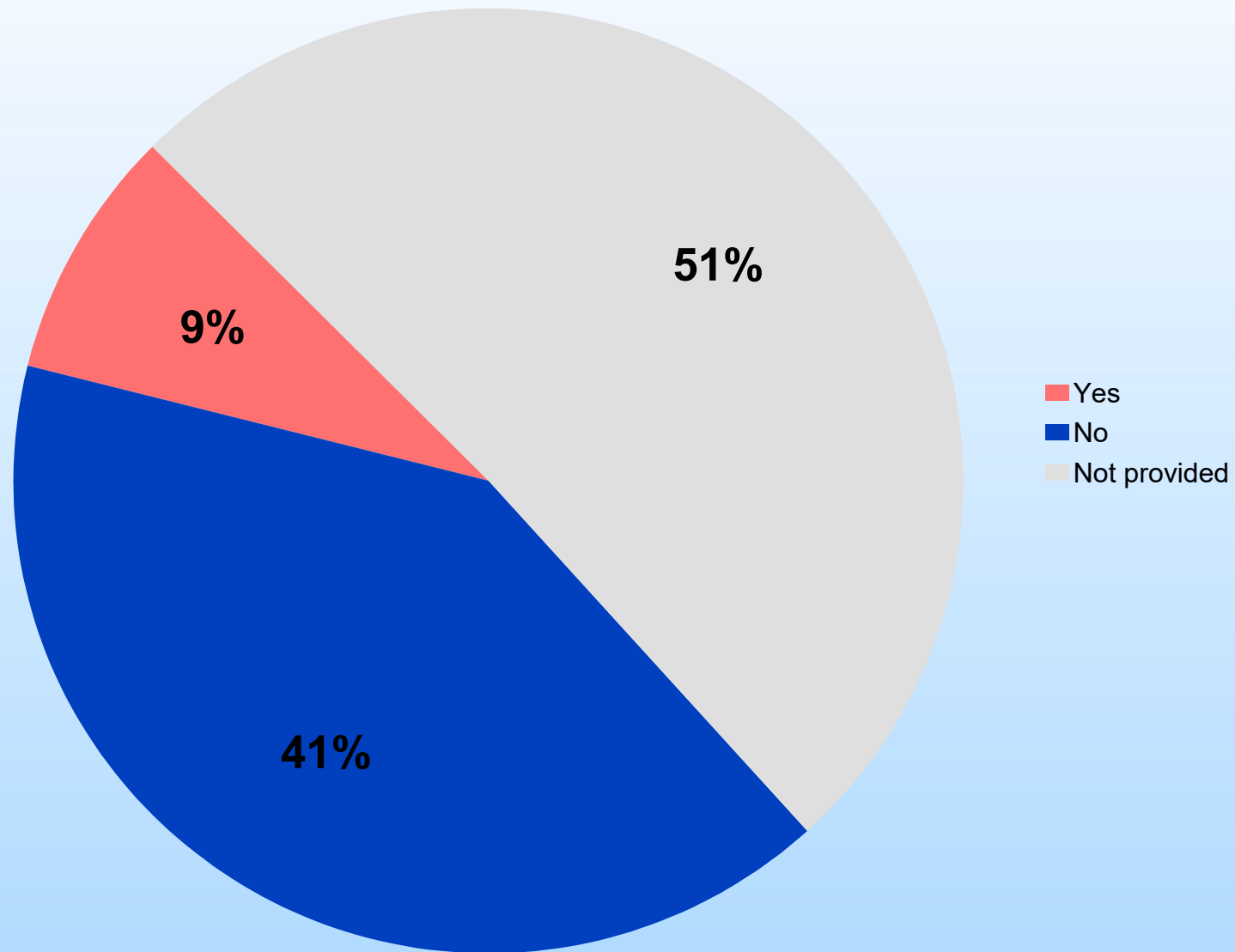
by percentage of respondents



Source: ETC Institute (2020)

# Q37. Do you have a disability that limits your mobility?

by percentage of respondents



Source: ETC Institute (2020)

## **Section 2**

# **Importance-Satisfaction Analysis**

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# Importance-Satisfaction Analysis

## EMBARC On-Board Transit Survey

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### Overview

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

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

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

**Example of the Calculation:** Respondents were asked to identify the major categories of services they think were most important to them. Thirty percent (30%) of respondents selected *buses arriving on time* as one of the most important services for EMBARK to provide.

With regard to satisfaction, 68% of respondents surveyed rated the agency's overall performance in *buses arriving on time* as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for *buses arriving on time* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 30% was multiplied by 32% (1-0.68). This calculation yielded an I-S rating of 0.0944 which ranked first out of 16 major service categories.

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

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

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

## Interpreting the Ratings

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

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

The results for EMBARK OKC and Norman are provided on the following pages.

## 2020 Importance-Satisfaction Rating EMBARK Onboard Survey - OKC Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>Medium Priority (IS &lt; 0.10)</b>						
Buses arriving on time	30%	1	68%	14	0.0944	1
Frequency of service	22%	3	70%	11	0.0650	2
Courtesy of drivers	20%	4	69%	13	0.0610	3
Availability of accessible bus stops	22%	2	72%	9	0.0609	4
Cleanliness of buses	14%	5	69%	12	0.0441	5
COVID safety precautions/procedures while riding	12%	6	77%	4	0.0277	6
Cleanliness of bus shelters	7%	10	63%	16	0.0245	7
Safe operation of buses	11%	7	78%	2	0.0242	8
Information at the bus stop	6%	12	67%	15	0.0190	9
Safety while waiting at a bus stop	6%	11	70%	10	0.0185	10
How safe you feel riding this bus route	8%	8	79%	1	0.0165	11
Ease of paying your fare	7%	9	77%	3	0.0160	12
Ease of getting service information	5%	13	72%	8	0.0149	13
Safety at transit center	5%	14	73%	6	0.0126	14
Ease of locating a bus stop	4%	15	75%	5	0.0091	15
Cleanliness of transit center	2%	16	73%	7	0.0047	16

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

## 2020 Importance-Satisfaction Rating EMBARC Onboard Survey - Norman Major Categories of Services

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b>High Priority (IS &gt; 0.10)</b>						
Ease of paying your fare	17%	6	0%	16	0.1710	1
<b>Medium Priority (IS &lt; 0.10)</b>						
Buses arriving on time	45%	2	78%	14	0.0975	2
Availability of accessible bus stops	39%	1	81%	10	0.0735	3
Frequency of service	36%	3	83%	8	0.0603	4
Information at the bus stop	18%	5	80%	13	0.0369	5
Cleanliness of buses	16%	7	87%	5	0.0198	6
Ease of getting service information	8%	9	77%	15	0.0196	7
Courtesy of drivers	19%	4	90%	1	0.0194	8
Safety while waiting at a bus stop	11%	8	88%	4	0.0134	9
Cleanliness of bus shelters	6%	11	80%	12	0.0122	10
Ease of locating a bus stop	7%	10	83%	7	0.0122	11
Safety at transit center	5%	12	86%	6	0.0064	12
Safe operation of buses	4%	13	88%	3	0.0043	13
Cleanliness of transit center	2%	14	81%	11	0.0029	14
How safe you feel riding this bus route	2%	15	89%	2	0.0016	15
COVID safety precautions/procedures while riding	0%	16	82%	9	0.0000	16

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

**Most Important %:**

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

**Satisfaction %:**

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

## **Section 3**

# **Frequency Distribution Tables**



**Day of the week**

<u>Day of the week</u>	<u>Number</u>	<u>Percent</u>
Monday	215	26.3 %
Tuesday	162	19.8 %
Wednesday	164	20.0 %
Thursday	171	20.9 %
Friday	106	13.0 %
Total	818	100.0 %

**Time of the day**

<u>Time of the day</u>	<u>Number</u>	<u>Percent</u>
6am-9am	106	13.0 %
9am-3pm	365	44.6 %
3pm-7pm	307	37.5 %
After 7pm	40	4.9 %
Total	818	100.0 %

**Q1. What bus route number are you riding now?**

<u>Q1. What bus route number are you riding now</u>	<u>Number</u>	<u>Percent</u>
10	29	3.5 %
11	44	5.4 %
11N	6	0.7 %
12	48	5.9 %
13	48	5.9 %
13N	7	0.9 %
14	32	3.9 %
15	20	2.4 %
16	24	2.9 %
18	20	2.4 %
19	6	0.7 %
2	52	6.4 %
22	38	4.6 %
23	77	9.4 %
23N	15	1.8 %
24	3	0.4 %
3	34	4.2 %
38	65	7.9 %
40	39	4.8 %
5	74	9.0 %
7	39	4.8 %
8	75	9.2 %
9	23	2.8 %
Total	818	100.0 %

**Q2. How often do you usually ride?**

<u>Q2. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	413	50.5 %
3-4 days per week	179	21.9 %
1 or 2 days per week	115	14.1 %
1-3 days a month	63	7.7 %
Less than once a month	40	4.9 %
Not provided	8	1.0 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q2. How often do you usually ride this route? (without "not provided")**

<u>Q2. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	413	51.0 %
3-4 days per week	179	22.1 %
1 or 2 days per week	115	14.2 %
1-3 days a month	63	7.8 %
Less than once a month	40	4.9 %
Total	810	100.0 %

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

Q3. How long have you been riding transit in the OKC area	Number	Percent
6 months or less	144	17.6 %
6 months to a year	56	6.8 %
1-2 years	151	18.5 %
More than 2 years	452	55.3 %
Not provided	15	1.8 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q3. How long have you been riding transit in the OKC area	Number	Percent
6 months or less	144	17.9 %
6 months to a year	56	7.0 %
1-2 years	151	18.8 %
More than 2 years	452	56.3 %
Total	803	100.0 %

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

<u>Q4. What was the main purpose of your trip today</u>	<u>Number</u>	<u>Percent</u>
Work	303	37.0 %
School (K-12)	4	0.5 %
School (tech, college, university)	12	1.5 %
Shopping/errands	151	18.5 %
Entertainment/social	64	7.8 %
Groceries/getting necessities/dinig out	57	7.0 %
Social service	42	5.1 %
Medical	61	7.5 %
Other	124	15.2 %
Total	818	100.0 %

**Q4-1. Zip code of workplace:**

<u>Q4-1. Zip code of workplace</u>	<u>Number</u>	<u>Percent</u>
73127	15	12.2 %
73129	8	6.5 %
73112	8	6.5 %
73111	7	5.7 %
73102	6	4.9 %
73109	6	4.9 %
73107	6	4.9 %
73106	5	4.1 %
73120	5	4.1 %
73105	5	4.1 %
73117	5	4.1 %
73159	4	3.3 %
73116	4	3.3 %
73108	4	3.3 %
73104	4	3.3 %
73118	3	2.4 %
73122	3	2.4 %
73114	3	2.4 %
73119	3	2.4 %
73103	2	1.6 %
73110	2	1.6 %
73123	1	0.8 %
73670	1	0.8 %
73008	1	0.8 %
73139	1	0.8 %
73121	1	0.8 %
73016	1	0.8 %
73124	1	0.8 %
73100	1	0.8 %
73190	1	0.8 %
73151	1	0.8 %
73179	1	0.8 %
73013	1	0.8 %
75159	1	0.8 %
95766	1	0.8 %
73130	1	0.8 %
<b>Total</b>	<b>123</b>	<b>100.0 %</b>

**Q4-1. Name of workplace:**

Q4-1. Name of workplace	Number	Percent
OCCC	3	1.9 %
OUHSC	3	1.9 %
WALMART	3	1.9 %
DD's	2	1.3 %
OK TAX COMMISSION	2	1.3 %
OMRF	2	1.3 %
Little Ceasars	2	1.3 %
PENN SQUARE MALL	2	1.3 %
GOODWILL	2	1.3 %
Buffalo Wild Wings	2	1.3 %
UPS	2	1.3 %
FREDDYS	2	1.3 %
Arby's	2	1.3 %
HOMELAND	1	0.6 %
SONIC	1	0.6 %
OYO TOWNHOUSE HOTEL	1	0.6 %
Homes	1	0.6 %
BRADFORD VILLAGE EDMOND	1	0.6 %
PHILLIPS MURRAH PC	1	0.6 %
CLASENGILL	1	0.6 %
OU	1	0.6 %
CLINIC	1	0.6 %
Curbside Chronicle	1	0.6 %
McDonald's	1	0.6 %
Wyndham on Meridian	1	0.6 %
STAYBRIDGE SUITES	1	0.6 %
JIM THORPE	1	0.6 %
Mission	1	0.6 %
Norman	1	0.6 %
HOPE	1	0.6 %
James Lee Jackson Dr	1	0.6 %
BRAUMS	1	0.6 %
OK STATE DEPT OF HEALTH	1	0.6 %
MATHIS BROS	1	0.6 %
Quad Graphics	1	0.6 %
CARDINAL HOUSE	1	0.6 %
HOME ALLIANCE	1	0.6 %
BROTHER	1	0.6 %
OU MED	1	0.6 %
Panera Bread	1	0.6 %
OTA	1	0.6 %
ARTSPACE AT UNTITLED	1	0.6 %
CAPITOL	1	0.6 %
HOLIDAY INN	1	0.6 %
CAPITAL	1	0.6 %
Forest Lumber	1	0.6 %
OETA	1	0.6 %

**Q4-1. Name of workplace:**

<u>Q4-1. Name of workplace</u>	<u>Number</u>	<u>Percent</u>
THE BROADWAY CLINIC	1	0.6 %
POPEYES	1	0.6 %
DHS	1	0.6 %
Rescue Mission	1	0.6 %
TEEM	1	0.6 %
YORK METAL	1	0.6 %
Cafe 110	1	0.6 %
REMINGTON	1	0.6 %
WAFFLE HOUSE	1	0.6 %
Downtown	1	0.6 %
ALPSA	1	0.6 %
CURBSIDE CHRONICLE	1	0.6 %
OCU	1	0.6 %
WIC	1	0.6 %
United Health Care	1	0.6 %
PETRO	1	0.6 %
Walmart	1	0.6 %
Coca Cola	1	0.6 %
FORCE	1	0.6 %
DISTRICT HOTEL	1	0.6 %
AUTOZONE	1	0.6 %
Hope	1	0.6 %
A&A Maintenance	1	0.6 %
JMRF	1	0.6 %
Bromat	1	0.6 %
Canes	1	0.6 %
Bob Howard	1	0.6 %
GYM	1	0.6 %
Radio	1	0.6 %
Superior Staff	1	0.6 %
Pawn Shop	1	0.6 %
PENN SQUARE	1	0.6 %
MELTING POT	1	0.6 %
Auntie Anne's	1	0.6 %
Sonic	1	0.6 %
Harbor Finds	1	0.6 %
FEDERAL BUILDING	1	0.6 %
EXPRESS EMPLOYMENT	1	0.6 %
Hospital - Norman	1	0.6 %
BIOMAT	1	0.6 %
A-1 Auto	1	0.6 %
PABLO	1	0.6 %
MUSEUM	1	0.6 %
Mikes Barber	1	0.6 %
STATE CAPITOL	1	0.6 %
DOLLAR TREE	1	0.6 %
Popeyes	1	0.6 %



**Q4-1. Name of workplace:**

<u>Q4-1. Name of workplace</u>	<u>Number</u>	<u>Percent</u>
WENDYS	1	0.6 %
OTA ON MLK	1	0.6 %
ARBYS	1	0.6 %
Community Action	1	0.6 %
LANGONS	1	0.6 %
COTS	1	0.6 %
Dollar Tree	1	0.6 %
CLEMENT FOOD	1	0.6 %
OKC	1	0.6 %
FZ PAWN	1	0.6 %
Target	1	0.6 %
KFC	1	0.6 %
Homeless Alliance	1	0.6 %
Johnson Controls	1	0.6 %
STATES FAIR	1	0.6 %
Care for Change	1	0.6 %
BLAZE PIZZA	1	0.6 %
Pre Core	1	0.6 %
Love to Learn	1	0.6 %
Amazon	1	0.6 %
ST JUDES BAPTIST CHURCH	1	0.6 %
CHILDRENS HOSPITAL	1	0.6 %
Com Action A9	1	0.6 %
BEDBATHBEYOND	1	0.6 %
Mazzios	1	0.6 %
ALTA	1	0.6 %
TTEC	1	0.6 %
Lowe's	1	0.6 %
HIREQUEST	1	0.6 %
WALKER AND RENO	1	0.6 %
48 FOURTY	1	0.6 %
CARVER CENTER	1	0.6 %
V.U. Med	1	0.6 %
OK FOODS	1	0.6 %
Glass Company	1	0.6 %
FEDEX	1	0.6 %
USPS	1	0.6 %
10th Street	1	0.6 %
Chuck House	1	0.6 %
A-1 Auto Shop	1	0.6 %
Midwest City	1	0.6 %
FAIRMOUNT	1	0.6 %
MERCY	1	0.6 %
Goodwill	1	0.6 %
MARATHON ELECTRIC	1	0.6 %
LINWOOD EARLY LEARNING CENTER	1	0.6 %
Total	156	100.0 %

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

Q5. How did you get from your home to the nearest bus stop	Number	Percent
Walk	726	88.8 %
Bicycle	27	3.3 %
Mobility device	17	2.1 %
Dropped off (car, uber, taxi, lyft)	29	3.5 %
Drove with others	4	0.5 %
Not provided	15	1.8 %
Total	818	100.0 %

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

Q5. How did you get from your home to the nearest bus stop	Number	Percent
Walk	726	90.4 %
Bicycle	27	3.4 %
Mobility device	17	2.1 %
Dropped off (car, uber, taxi, lyft)	29	3.6 %
Drove with others	4	0.5 %
Total	803	100.0 %

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

<u>Q5-1. How many minutes did you walk</u>	<u>Number</u>	<u>Percent</u>
0-5 minutes	260	57.8 %
6-10 minutes	108	24.0 %
11-20 minutes	59	13.1 %
21-30 minutes	13	2.9 %
31+ minutes	10	2.2 %
Total	450	100.0 %

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

<u>Q5-2. How many minutes did you bike</u>	<u>Number</u>	<u>Percent</u>
0-5 minutes	11	68.8 %
6-10 minutes	3	18.8 %
11+ minutes	2	12.5 %
Total	16	100.0 %

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

Q6. How many transfers will you make to reach your destination

	Number	Percent
None	261	31.9 %
One	271	33.1 %
Two	210	25.7 %
Three or more	66	8.1 %
Not provided	10	1.2 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q6. How many transfers will you make to reach your destination

	Number	Percent
None	261	32.3 %
One	271	33.5 %
Two	210	26.0 %
Three or more	66	8.2 %
Total	808	100.0 %

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

Q7. What following amenities does your primary boarding stop have	Number	Percent
Shelters	297	36.3 %
Lighting	178	21.8 %
Sidewalks	436	53.3 %
Benches	516	63.1 %
Total	1427	

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

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q8-1. Availability of accessible bus stops	31.5%	37.9%	13.8%	8.6%	4.9%	3.3%
Q8-2. Cleanliness of bus shelters	24.4%	36.1%	17.7%	10.6%	6.6%	4.5%
Q8-3. Buses arriving on time	25.3%	39.7%	18.7%	8.9%	2.9%	4.4%
Q8-4. Frequency of service	26.5%	39.7%	16.4%	8.3%	3.9%	5.1%
Q8-5. Courtesy of drivers	30.7%	34.7%	17.4%	7.3%	4.8%	5.1%
Q8-6. Cleanliness of buses	27.3%	38.3%	18.5%	6.8%	3.5%	5.6%
Q8-7. Cleanliness of transit center	30.4%	36.7%	18.2%	4.5%	2.7%	7.5%
Q8-8. Ease of getting service information	30.8%	38.0%	17.0%	5.6%	3.7%	4.9%
Q8-9. Ease of locating a bus stop	29.7%	40.5%	15.3%	4.8%	3.9%	5.9%
Q8-10. Ease of paying your fare	31.9%	41.2%	14.4%	4.9%	2.8%	4.8%
Q8-11. Safe operation of buses	32.4%	42.3%	14.9%	3.8%	2.0%	4.6%
Q8-12. Safety at transit center	29.0%	39.6%	17.8%	4.8%	2.6%	6.2%
Q8-13. Safety while waiting at a bus stop	27.4%	38.6%	19.7%	5.4%	3.2%	5.7%
Q8-14. How safe you feel riding this bus route	33.1%	41.1%	15.0%	3.1%	2.1%	5.6%
Q8-15. Information at the bus stop	28.0%	35.2%	18.7%	7.0%	5.1%	6.0%
Q8-16. COVID safety precautions/procedures while riding	33.4%	39.4%	13.6%	5.1%	3.3%	5.3%

**WITHOUT "NOT PROVIDED"****Q8. Please rate your satisfaction with each of the following items: (without "not provided")**

(N=818)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of accessible bus stops	32.6%	39.2%	14.3%	8.8%	5.1%
Q8-2. Cleanliness of bus shelters	25.6%	37.8%	18.6%	11.1%	6.9%
Q8-3. Buses arriving on time	26.5%	41.6%	19.6%	9.3%	3.1%
Q8-4. Frequency of service	28.0%	41.9%	17.3%	8.8%	4.1%
Q8-5. Courtesy of drivers	32.3%	36.6%	18.3%	7.7%	5.0%
Q8-6. Cleanliness of buses	28.9%	40.5%	19.6%	7.3%	3.8%
Q8-7. Cleanliness of transit center	32.9%	39.6%	19.7%	4.9%	2.9%
Q8-8. Ease of getting service information	32.4%	40.0%	17.9%	5.9%	3.9%
Q8-9. Ease of locating a bus stop	31.6%	43.0%	16.2%	5.1%	4.2%
Q8-10. Ease of paying your fare	33.5%	43.3%	15.1%	5.1%	3.0%
Q8-11. Safe operation of buses	34.0%	44.4%	15.6%	4.0%	2.1%
Q8-12. Safety at transit center	30.9%	42.2%	19.0%	5.1%	2.7%
Q8-13. Safety while waiting at a bus stop	29.1%	41.0%	20.9%	5.7%	3.4%
Q8-14. How safe you feel riding this bus route	35.1%	43.5%	15.9%	3.2%	2.2%
Q8-15. Information at the bus stop	29.8%	37.5%	19.9%	7.4%	5.5%
Q8-16. COVID safety precautions/ procedures while riding	35.2%	41.5%	14.3%	5.4%	3.5%

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

<u>Q8a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	102	12.8 %
Cleanliness of bus shelters	22	2.8 %
Buses arriving on time	122	15.3 %
Frequency of service	51	6.4 %
Courtesy of drivers	52	6.5 %
Cleanliness of buses	29	3.6 %
Cleanliness of transit center	3	0.4 %
Ease of getting service information	16	2.0 %
Ease of locating a bus stop	5	0.6 %
Ease of paying your fare	15	1.9 %
Safe operation of buses	33	4.2 %
Safety at transit center	7	0.9 %
Safety while waiting at a bus stop	10	1.3 %
How safe you feel riding this bus route	18	2.3 %
Information at the bus stop	11	1.4 %
COVID safety precautions/procedures while riding	36	4.5 %
<u>None chosen</u>	<u>263</u>	<u>33.1 %</u>
Total	795	100.0 %

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

<u>Q8a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	42	5.3 %
Cleanliness of bus shelters	18	2.3 %
Buses arriving on time	67	8.4 %
Frequency of service	77	9.7 %
Courtesy of drivers	61	7.7 %
Cleanliness of buses	46	5.8 %
Cleanliness of transit center	7	0.9 %
Ease of getting service information	15	1.9 %
Ease of locating a bus stop	8	1.0 %
Ease of paying your fare	19	2.4 %
Safe operation of buses	31	3.9 %
Safety at transit center	14	1.8 %
Safety while waiting at a bus stop	24	3.0 %
How safe you feel riding this bus route	17	2.1 %
Information at the bus stop	11	1.4 %
COVID safety precautions/procedures while riding	23	2.9 %
<u>None chosen</u>	<u>315</u>	<u>39.6 %</u>
Total	795	100.0 %



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

<u>Q8a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	28	3.5 %
Cleanliness of bus shelters	13	1.6 %
Buses arriving on time	47	5.9 %
Frequency of service	44	5.5 %
Courtesy of drivers	43	5.4 %
Cleanliness of buses	40	5.0 %
Cleanliness of transit center	3	0.4 %
Ease of getting service information	12	1.5 %
Ease of locating a bus stop	16	2.0 %
Ease of paying your fare	21	2.6 %
Safe operation of buses	25	3.1 %
Safety at transit center	16	2.0 %
Safety while waiting at a bus stop	15	1.9 %
How safe you feel riding this bus route	26	3.3 %
Information at the bus stop	24	3.0 %
COVID safety precautions/procedures while riding	36	4.5 %
None chosen	386	48.6 %
Total	795	100.0 %

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

<u>Q8a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	172	21.6 %
Cleanliness of bus shelters	53	6.7 %
Buses arriving on time	236	29.7 %
Frequency of service	172	21.6 %
Courtesy of drivers	156	19.6 %
Cleanliness of buses	115	14.5 %
Cleanliness of transit center	13	1.6 %
Ease of getting service information	43	5.4 %
Ease of locating a bus stop	29	3.6 %
Ease of paying your fare	55	6.9 %
Safe operation of buses	89	11.2 %
Safety at transit center	37	4.7 %
Safety while waiting at a bus stop	49	6.2 %
How safe you feel riding this bus route	61	7.7 %
Information at the bus stop	46	5.8 %
COVID safety precautions/procedures while riding	95	11.9 %
None chosen	263	33.1 %
Total	1684	

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

Q8b. How satisfied are you with EMBARK fixed route service overall	Number	Percent
Very satisfied	208	26.2 %
Satisfied	319	40.1 %
Neutral	126	15.8 %
Dissatisfied	27	3.4 %
Very dissatisfied	17	2.1 %
Not provided	98	12.3 %
Total	795	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q8b. How satisfied are you with EMBARK fixed route service overall	Number	Percent
Very satisfied	208	29.8 %
Satisfied	319	45.8 %
Neutral	126	18.1 %
Dissatisfied	27	3.9 %
Very dissatisfied	17	2.4 %
Total	697	100.0 %

**Q9. Have you used any of these rider tools?**

<u>Q9. Have you used any of these rider tools</u>	<u>Number</u>	<u>Percent</u>
Text Alerts	46	5.6 %
235-RIDE	259	31.7 %
Token Transit App	79	9.7 %
Google Transit	102	12.5 %
Transit App	102	12.5 %
Moovit App	18	2.2 %
embarkok.com	239	29.2 %
EMBARK Connect App	109	13.3 %
Other	10	1.2 %
Total	964	

**Q9-9. Other**

<u>Q9-9. Other.</u>	<u>Number</u>	<u>Percent</u>
EMBARK REALTIME	1	10.0 %
Paper schedules	1	10.0 %
PRINTED MATERIAL	1	10.0 %
Bathroom	1	10.0 %
Embark by phone	1	10.0 %
Walk in	1	10.0 %
EMBARK FACEBOOK	1	10.0 %
Schedule	1	10.0 %
Walk	1	10.0 %
MAPS	1	10.0 %
Total	10	100.0 %

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

Q10. What one improvement would you like to see in transit service here in the area	Number	Percent
Earlier morning service	148	18.1 %
More shelters at stops	141	17.2 %
More routes to more places	97	11.9 %
Later service on weekends	137	16.7 %
More frequent service on weekdays	43	5.3 %
More frequent service on weekends	70	8.6 %
Later evening service	83	10.1 %
Other	35	4.3 %
Not provided	64	7.8 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q10. What one improvement would you like to see in transit service here in the area	Number	Percent
Earlier morning service	148	19.6 %
More shelters at stops	141	18.7 %
More routes to more places	97	12.9 %
Later service on weekends	137	18.2 %
More frequent service on weekdays	43	5.7 %
More frequent service on weekends	70	9.3 %
Later evening service	83	11.0 %
Other	35	4.6 %
Total	754	100.0 %

**Q10-3. Where?**

Q10-3. Where	Number	Percent
EVERYWHERE	5	9.3 %
Moore	2	3.7 %
I35 Service Rd	2	3.7 %
BETHANY	2	3.7 %
Moore & Norman	2	3.7 %
NW ROCKWELL	1	1.9 %
HEFNER AND BROADWAY	1	1.9 %
Oklahoma City, Midwest City, Del City	1	1.9 %
North and OKC West	1	1.9 %
NORTH OF 23RD AND MACARTHUR	1	1.9 %
50th and Portland	1	1.9 %
122nd and Kelley	1	1.9 %
32nd & McArthur	1	1.9 %
THE VILLAGE	1	1.9 %
23rd & Penn needs a bus stop	1	1.9 %
AMAZON FOR FACTORY JOBS	1	1.9 %
SE 48TH BY SOONER	1	1.9 %
Midwest City	1	1.9 %
STOPS AT THE MALLS	1	1.9 %
2800 South Air Depot	1	1.9 %
WALMART	1	1.9 %
NW OKC	1	1.9 %
RIVERSIDE CASINO	1	1.9 %
Del City	1	1.9 %
50th & May	1	1.9 %
NW AND WEST OKC	1	1.9 %
Memorial and Western	1	1.9 %
NW 10th St & County Line Rd	1	1.9 %
IN FRONT OF MY APARTMENTS	1	1.9 %
N QUAIL SPRINGS MALL	1	1.9 %
CHOCTAW	1	1.9 %
Spencer	1	1.9 %
Council	1	1.9 %
BRING BACK ROUTE 50	1	1.9 %
Edmond	1	1.9 %
MORE NORTH AND SOUTH PLACES	1	1.9 %
NORTH AND SOUTH OF THE CITY	1	1.9 %
South Council	1	1.9 %
EDMOND	1	1.9 %
AIRPORT	1	1.9 %
EXPRESSWAY	1	1.9 %
Between NW 70th and NW 122nd	1	1.9 %
RENO AND MLK, BUS STATION, R TERRY	1	1.9 %
HOUSE	1	1.9 %
Eastern Ave/59th St	1	1.9 %
Sooner Rd	1	1.9 %
South Crosstown 59th or 44th	1	1.9 %

**Q10-8. Where?**

<u>Q10-8. Other</u>	<u>Number</u>	<u>Percent</u>
ONE STRAIGHT STOP	1	3.0 %
MORE STOPS ALONG ROUTES	1	3.0 %
Safety	1	3.0 %
More bus stops	1	3.0 %
COURTESY	1	3.0 %
BETHANY ROUTE	1	3.0 %
More patience and kind	1	3.0 %
MORE SIDEWALKS	1	3.0 %
Attitude, some are rude	1	3.0 %
18 ON WEEKENDS	1	3.0 %
BATHROOMS OPEN ON WEEKENDS	1	3.0 %
Need better ways for power chairs to get to stops on all routes	1	3.0 %
FRIENDLY, INFORMATIVE PROFESSIONAL DRIVERS	1	3.0 %
24 hour service	1	3.0 %
All the time	1	3.0 %
Charging station	1	3.0 %
East to west	1	3.0 %
MORE BENCHES AT BUS STOPS, ONE FOR EACH	1	3.0 %
EMPTY THE TRASH CANS AT THE SHELTERS		
MORE OFTEN, PAVE 4TH ST	1	3.0 %
SIDEWALKS TO ALL BUS STOPS	1	3.0 %
CLEAN BUSES	1	3.0 %
Rooperfall drivers not being rude	1	3.0 %
ADA	1	3.0 %
Restrooms weekends & nights	1	3.0 %
24 HR SERVICE	1	3.0 %
34TH AND MACARTHUR	1	3.0 %
MORE COURTESY TO HANDICAP	1	3.0 %
#18 WEEKEND SERVICE, NEW HOMELAND	1	3.0 %
More chargers to charge devices on buses	1	3.0 %
Day pass	1	3.0 %
MORE SHELTERS WITH LIGHTS	1	3.0 %
REDBUD LANDING APARTMENTS, UNIONS BUS STATION	1	3.0 %
30TH AND MILITARY PARK NEEDS A STOP FOR DISABLED PEOPLE	1	3.0 %
<b>Total</b>	<b>33</b>	<b>100.0 %</b>

**Q11. What is the primary reason you use transit?**

<u>Q11. What is the primary reason you use transit</u>	<u>Number</u>	<u>Percent</u>
Cannot drive	208	25.4 %
Avoid driving/traffic	20	2.4 %
No car available	501	61.2 %
Avoid parking	7	0.9 %
Save money	48	5.9 %
Environment	9	1.1 %
<u>Not provided</u>	<u>25</u>	<u>3.1 %</u>
Total	818	100.0 %

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

<u>Q11. What is the primary reason you use transit</u>	<u>Number</u>	<u>Percent</u>
Cannot drive	208	26.2 %
Avoid driving/traffic	20	2.5 %
No car available	501	63.2 %
Avoid parking	7	0.9 %
Save money	48	6.1 %
Environment	9	1.1 %
Total	793	100.0 %

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

Q12. Do you speak a language other than English at home	Number	Percent
No	674	82.4 %
Yes	105	12.8 %
Not provided	39	4.8 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q12. Do you speak a language other than English at home	Number	Percent
No	674	86.5 %
Yes	105	13.5 %
Total	779	100.0 %



**Q12-2. (If YES) Which language?**

<u>Q12-2. Which language</u>	<u>Number</u>	<u>Percent</u>
Spanish	50	71.4 %
VIETNAMESE	2	2.9 %
GERMAN	2	2.9 %
Apache	2	2.9 %
KICKAPOO	2	2.9 %
NATIVE	1	1.4 %
Russian	1	1.4 %
TEHUGU-INDIAN	1	1.4 %
KOREAN	1	1.4 %
SEMINOLE	1	1.4 %
Arabic	1	1.4 %
FRENCH	1	1.4 %
CHEROKEE	1	1.4 %
Chinese	1	1.4 %
JAMAICAN	1	1.4 %
SIGN LANGUAGE	1	1.4 %
TONGVEY	1	1.4 %
Total	70	100.0 %

**Q12a. How well do you speak English?**

<u>Q12a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	732	89.5 %
Well	30	3.7 %
Less than well	5	0.6 %
Not well at all	3	0.4 %
Not provided	48	5.9 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q12a. How well do you speak English? (without "not provided")**

<u>Q12a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	732	95.1 %
Well	30	3.9 %
Less than well	5	0.6 %
Not well at all	3	0.4 %
Total	770	100.0 %

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

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

	Number	Percent
Maybe	293	35.8 %
No	71	8.7 %
Yes	405	49.5 %
Not provided	49	6.0 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q13. Will you still be using EMBARK 1 year from now? (without "not provided")**

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

	Number	Percent
Maybe	293	38.1 %
No	71	9.2 %
Yes	405	52.7 %
Total	769	100.0 %

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

<u>Q14. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	317	38.8 %
Two	196	24.0 %
Three	119	14.5 %
Four	61	7.5 %
Five	38	4.6 %
Six or more	41	5.0 %
Not provided	46	5.6 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

<u>Q14. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	317	41.1 %
Two	196	25.4 %
Three	119	15.4 %
Four	61	7.9 %
Five	38	4.9 %
Six or more	41	5.3 %
Total	772	100.0 %

**Q15. What year were you born?**

Q15. What year were you born	Number	Percent
1923	1	0.1 %
1934	1	0.1 %
1938	1	0.1 %
1939	1	0.1 %
1941	1	0.1 %
1943	2	0.3 %
1944	1	0.1 %
1945	1	0.1 %
1946	2	0.3 %
1947	3	0.4 %
1948	6	0.8 %
1949	5	0.7 %
1950	1	0.1 %
1951	6	0.8 %
1952	4	0.5 %
1953	5	0.7 %
1954	7	1.0 %
1955	15	2.0 %
1956	10	1.4 %
1957	18	2.4 %
1958	19	2.6 %
1959	17	2.3 %
1960	25	3.4 %
1961	16	2.2 %
1962	16	2.2 %
1963	14	1.9 %
1964	16	2.2 %
1965	18	2.4 %
1966	21	2.9 %
1967	17	2.3 %
1968	18	2.4 %
1969	17	2.3 %
1970	17	2.3 %
1971	13	1.8 %
1972	17	2.3 %
1973	9	1.2 %
1974	22	3.0 %
1975	16	2.2 %
1976	8	1.1 %
1977	21	2.9 %
1978	19	2.6 %
1979	22	3.0 %
1980	22	3.0 %
1981	19	2.6 %
1982	16	2.2 %
1983	12	1.6 %
1984	16	2.2 %

**Q15. What year were you born?**

<u>Q15. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1985	13	1.8 %
1986	17	2.3 %
1987	15	2.0 %
1988	8	1.1 %
1989	19	2.6 %
1990	14	1.9 %
1991	13	1.8 %
1992	5	0.7 %
1993	17	2.3 %
1994	7	1.0 %
1995	8	1.1 %
1996	8	1.1 %
1997	8	1.1 %
1998	3	0.4 %
1999	9	1.2 %
2000	7	1.0 %
2001	3	0.4 %
2002	4	0.5 %
2003	1	0.1 %
2004	1	0.1 %
2012	1	0.1 %
Total	735	100.0 %

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

<u>Q16. Do you have a valid driver's license</u>	<u>Number</u>	<u>Percent</u>
Yes	281	34.4 %
No	487	59.5 %
Not provided	50	6.1 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q16. Do you have a valid driver's license? (without "not provided")**

<u>Q16. Do you have a valid driver's license</u>	<u>Number</u>	<u>Percent</u>
Yes	281	36.6 %
No	487	63.4 %
Total	768	100.0 %

**Q17. What is your home Zip code?**

Q17. What is your home zip code	Number	Percent
73127	67	9.3 %
73111	65	9.0 %
73106	52	7.2 %
73108	45	6.2 %
73109	37	5.1 %
73107	36	5.0 %
73112	36	5.0 %
73117	34	4.7 %
73119	30	4.1 %
73129	26	3.6 %
73114	25	3.5 %
73132	20	2.8 %
73105	17	2.4 %
73102	16	2.2 %
73139	15	2.1 %
73084	12	1.7 %
73120	12	1.7 %
73110	11	1.5 %
73159	11	1.5 %
73103	9	1.2 %
73160	9	1.2 %
73104	8	1.1 %
73118	8	1.1 %
73122	8	1.1 %
73101	8	1.1 %
73135	7	1.0 %
73116	6	0.8 %
73121	6	0.8 %
73115	5	0.7 %
73008	5	0.7 %
73134	4	0.6 %
74804	4	0.6 %
73162	3	0.4 %
73069	3	0.4 %
73034	3	0.4 %
73123	3	0.4 %
80205	2	0.3 %
73099	2	0.3 %
73143	2	0.3 %
77111	2	0.3 %
73124	2	0.3 %
73149	2	0.3 %
73126	2	0.3 %
73601	2	0.3 %
84118	1	0.1 %
72416	1	0.1 %
71120	1	0.1 %



**Q17. What is your home Zip code?**

Q17. What is your home zip code	Number	Percent
78614	1	0.1 %
20735	1	0.1 %
74884	1	0.1 %
73005	1	0.1 %
92195	1	0.1 %
73167	1	0.1 %
75106	1	0.1 %
93139	1	0.1 %
73219	1	0.1 %
72112	1	0.1 %
73175	1	0.1 %
73179	1	0.1 %
73439	1	0.1 %
73128	1	0.1 %
72360	1	0.1 %
73017	1	0.1 %
38126	1	0.1 %
73184	1	0.1 %
73071	1	0.1 %
73644	1	0.1 %
10843	1	0.1 %
23505	1	0.1 %
73840	1	0.1 %
74501	1	0.1 %
73142	1	0.1 %
32535	1	0.1 %
73113	1	0.1 %
79159	1	0.1 %
74110	1	0.1 %
73209	1	0.1 %
72704	1	0.1 %
73172	1	0.1 %
73130	1	0.1 %
76028	1	0.1 %
73157	1	0.1 %
73125	1	0.1 %
79901	1	0.1 %
79010	1	0.1 %
<b>Total</b>	<b>723</b>	<b>100.0 %</b>

**Q18. What is your gender?**

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	477	58.3 %
Female	321	39.2 %
Another gender	2	0.2 %
Prefer not to answer	18	2.2 %
Total	818	100.0 %

**WITHOUT "PREFER NOT TO ANSWER"**

**Q18. What is your gender? (without "prefer not to answer")**

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	477	59.6 %
Female	321	40.1 %
Another gender	2	0.3 %
Total	800	100.0 %

**Q19. Do you consider yourself:**

<u>Q19. Your race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	311	38.0 %
Black/African American	336	41.1 %
Hispanic/Latino/Spanish	87	10.6 %
Hawaiin/Pacific Islander	4	0.5 %
Asian	15	1.8 %
Native American	121	14.8 %
Other	9	1.1 %
Total	883	

**Q19-7. Other**

<u>Q19-7. Other</u>	<u>Number</u>	<u>Percent</u>
HEBREW/ISRAELI	1	33.3 %
CREOLE	1	33.3 %
ITALIAN/POLISH	1	33.3 %
Total	3	100.0 %

**Q20. Are you:**

<u>Q20. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	224	27.4 %
Employed part time	137	16.7 %
Seeking work	154	18.8 %
Not seeking work	54	6.6 %
Tech/college	21	2.6 %
Student (K-12)	7	0.9 %
Other	101	12.3 %
Veteran	34	4.2 %
Retired	69	8.4 %
Housespouse	17	2.1 %
Total	818	

**Q20-7. Other**

<u>Q20-7. Other</u>	<u>Number</u>	<u>Percent</u>
Disabled	79	89.8 %
SSI	2	2.3 %
Homeless	2	2.3 %
SSDI	2	2.3 %
Pending	1	1.1 %
COMMUNITY AIDE	1	1.1 %
AARP Senior Job Training Program	1	1.1 %
Total	88	100.0 %

**Q21. What was your annual household income in 2019?**

Q21. What was your annual household income in 2019	Number	Percent
Less than \$10K	368	45.0 %
\$10K-\$19,999	133	16.3 %
\$20K-\$29,999	61	7.5 %
\$30K-\$39,999	35	4.3 %
\$40K-\$49,999	19	2.3 %
\$50K+	12	1.5 %
Don't know	190	23.2 %
Total	818	100.0 %

**WITHOUT "DON'T KNOW"**

**Q21. What was your annual household income in 2019? (without "don't know")**

Q21. What was your annual household income in 2019	Number	Percent
Less than \$10K	368	58.6 %
\$10K-\$19,999	133	21.2 %
\$20K-\$29,999	61	9.7 %
\$30K-\$39,999	35	5.6 %
\$40K-\$49,999	19	3.0 %
\$50K+	12	1.9 %
Total	628	100.0 %

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

Q22. Do you qualify for reduced bus fare based on a disability	Number	Percent
No	480	58.7 %
Yes	296	36.2 %
Not provided	42	5.1 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q22. Do you qualify for reduced bus fare based on a disability	Number	Percent
No	480	61.9 %
Yes	296	38.1 %
Total	776	100.0 %

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

Q23. Have you utilized Plus ADA paratransit services in last year	Number	Percent
No	716	87.5 %
Yes	54	6.6 %
Not provided	48	5.9 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q23. Have you utilized Plus ADA paratransit services in last year	Number	Percent
No	716	93.0 %
Yes	54	7.0 %
Total	770	100.0 %

**Q23a. If YES, how many times?**

Q23a. How many times	Number	Percent
1	3	13.6 %
3	3	13.6 %
2	3	13.6 %
5	2	9.1 %
36	1	4.5 %
4	1	4.5 %
Many	1	4.5 %
6	1	4.5 %
A lot	1	4.5 %
10	1	4.5 %
100	1	4.5 %
8	1	4.5 %
9	1	4.5 %
30	1	4.5 %
Lots	1	4.5 %
Total	22	100.0 %

**Q35. What kind of pass did you use for this trip?**

<u>Q35. What kind of pass did you use for this trip</u>	<u>Number</u>	<u>Percent</u>
Local	168	20.5 %
Express	9	1.1 %
Reduced	63	7.7 %
Universal pass	68	8.3 %
Free	8	1.0 %
Not provided	502	61.4 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q35. What kind of pass did you use for this trip? (without "not provided")**

<u>Q35. What kind of pass did you use for this trip</u>	<u>Number</u>	<u>Percent</u>
Local	168	53.2 %
Express	9	2.8 %
Reduced	63	19.9 %
Universal pass	68	21.5 %
Free	8	2.5 %
Total	316	100.0 %



**Q36. How did you pay for your pass?**

<u>Q36. How did you pay for your pass</u>	<u>Number</u>	<u>Percent</u>
Cash/coin	218	26.7 %
Credit/debit card	38	4.6 %
Token transit app	31	3.8 %
Gift/free/no charge	28	3.4 %
Not provided	503	61.5 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"****Q36. How did you pay for your pass? (without "not provided")**

<u>Q36. How did you pay for your pass</u>	<u>Number</u>	<u>Percent</u>
Cash/coin	218	69.2 %
Credit/debit card	38	12.1 %
Token transit app	31	9.8 %
Gift/free/no charge	28	8.9 %
Total	315	100.0 %

**Q37. Do you have a disability that limits your mobility?**

Q37. Do you have a disability that limits your mobility	Number	Percent
Yes	77	9.4 %
No	249	30.4 %
Not provided	492	60.1 %
Total	818	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q37. Do you have a disability that limits your mobility? (without "not provided")**

Q37. Do you have a disability that limits your mobility	Number	Percent
Yes	77	23.6 %
No	249	76.4 %
Total	326	100.0 %

**Day of the week**

Day of the week	Number	Percent
Wednesday	65	33.3 %
Thursday	74	37.9 %
Friday	56	28.7 %
Total	195	100.0 %

**Time of the day**

Time of the day	Number	Percent
6am-9am	23	11.8 %
9am-3pm	98	50.3 %
3pm-7pm	70	35.9 %
After 7pm	4	2.1 %
Total	195	100.0 %

**Q1. What bus route number are you riding now?**

Q1. What bus route number are you riding now	Number	Percent
10	49	25.1 %
11	90	46.2 %
12	25	12.8 %
120	2	1.0 %
21	29	14.9 %
Total	195	100.0 %

**Q2. How often do you usually ride?**

<u>Q2. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	99	50.8 %
3-4 days per week	52	26.7 %
1 or 2 days per week	23	11.8 %
1-3 days a month	9	4.6 %
Less than once a month	11	5.6 %
Not provided	1	0.5 %
Total	195	100.0 %

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

<u>Q2. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	99	51.0 %
3-4 days per week	52	26.8 %
1 or 2 days per week	23	11.9 %
1-3 days a month	9	4.6 %
Less than once a month	11	5.7 %
Total	194	100.0 %

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

Q3. How long have you been riding transit in the OKC area	Number	Percent
6 months or less	35	17.9 %
6 months to a year	15	7.7 %
1-2 years	38	19.5 %
More than 2 years	105	53.8 %
Not provided	2	1.0 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"****Q3. How long have you been riding transit in the OKC area? (without "not provided")**

Q3. How long have you been riding transit in the OKC area	Number	Percent
6 months or less	35	18.1 %
6 months to a year	15	7.8 %
1-2 years	38	19.7 %
More than 2 years	105	54.4 %
Total	193	100.0 %

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

<u>Q4. What was the main purpose of your trip today</u>	<u>Number</u>	<u>Percent</u>
Work	66	33.8 %
School (K-12)	2	1.0 %
School (tech, college, university)	24	12.3 %
Shopping/errands	29	14.9 %
Entertainment/social	10	5.1 %
Groceries/getting necessities/dining out	22	11.3 %
Social service	5	2.6 %
Medical	10	5.1 %
Other	27	13.8 %
Total	195	100.0 %

**Q4-1. Zip code of workplace:**

<u>Q4-1. Zip code of workplace</u>	<u>Number</u>	<u>Percent</u>
73069	14	37.8 %
73071	11	29.7 %
73072	5	13.5 %
70069	1	2.7 %
73068	1	2.7 %
73819	1	2.7 %
73009	1	2.7 %
73017	1	2.7 %
73019	1	2.7 %
73041	1	2.7 %
Total	37	100.0 %

**Q4-1. Name of workplace:**

<u>Q4-1. Name of workplace</u>	<u>Number</u>	<u>Percent</u>
OU	3	6.7 %
WHATABURGER	2	4.4 %
SOONER MALL	2	4.4 %
TORCHYS TACOS	1	2.2 %
BOK	1	2.2 %
DOLLAR TREE	1	2.2 %
THRIFT STORE	1	2.2 %
MCDONALDS	1	2.2 %
PENNY HILL	1	2.2 %
OUTBACK	1	2.2 %
DEL RANCHO	1	2.2 %
HARBOR FREIGHT	1	2.2 %
IHOP	1	2.2 %
TORCHY TACOS	1	2.2 %
NORMAN AUTOMOTIVE	1	2.2 %
YMCA	1	2.2 %
NORMAN COMPUTERS	1	2.2 %
TACO USA	1	2.2 %
SAMS	1	2.2 %
CAMPUS LODGE	1	2.2 %
PANDA EXPRESS	1	2.2 %
MTSC	1	2.2 %
FSFE LIBRARY	1	2.2 %
BILLY SIMS	1	2.2 %
GODDARD HEALTH SERVICES	1	2.2 %
GRINO GIRL	1	2.2 %
GINGER DUFFY	1	2.2 %
NEBU	1	2.2 %
CSL PLASMA	1	2.2 %
PANERA BREAD	1	2.2 %
DELTA GAMMA	1	2.2 %
BAD DADDY BURGER BAR	1	2.2 %
JIMMY JOHNS	1	2.2 %
PIONEER LIBRARY	1	2.2 %
CHUCK E CHEESE	1	2.2 %
TARGET	1	2.2 %
GREEN ACRES	1	2.2 %
EXPRESS PED	1	2.2 %
CATE RESTAURANT	1	2.2 %
MCFARLIN CHURCH	1	2.2 %
SONIC	1	2.2 %
Total	45	100.0 %

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

Q5. How did you get from your home to the nearest bus stop	Number	Percent
Walk	176	90.3 %
Bicycle	5	2.6 %
Mobility device	7	3.6 %
Dropped off (car, uber, taxi, lyft)	4	2.1 %
Drove alone	1	0.5 %
Drove with others	1	0.5 %
Not provided	1	0.5 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q5. How did you get from your home to the nearest bus stop	Number	Percent
Walk	176	90.7 %
Bicycle	5	2.6 %
Mobility device	7	3.6 %
Dropped off (car, uber, taxi, lyft)	4	2.1 %
Drove alone	1	0.5 %
Drove with others	1	0.5 %
Total	194	100.0 %

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

Q5-1. How many minutes did you walk	Number	Percent
0-5 minutes	95	73.1 %
6-10 minutes	19	14.6 %
11-20 minutes	12	9.2 %
21-30 minutes	4	3.1 %
Total	130	100.0 %

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

Q5-2. How many minutes did you bike	Number	Percent
0-5 minutes	1	50.0 %
6-10 minutes	1	50.0 %
Total	2	100.0 %



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

Q6. How many transfers will you make to reach your destination	Number	Percent
None	91	46.7 %
One	72	36.9 %
Two	26	13.3 %
Three or more	5	2.6 %
Not provided	1	0.5 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

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

Q6. How many transfers will you make to reach your destination	Number	Percent
None	91	46.9 %
One	72	37.1 %
Two	26	13.4 %
Three or more	5	2.6 %
Total	194	100.0 %

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

Q7. What following amenities does your primary boarding stop have

	Number	Percent
Shelters	96	49.2 %
Lighting	63	32.3 %
Sidewalks	134	68.7 %
Benches	133	68.2 %
Total	426	

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

(N=195)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q8-1. Availability of accessible bus stops	46.2%	34.4%	8.7%	6.2%	3.6%	1.0%
Q8-2. Cleanliness of bus shelters	43.1%	35.9%	13.8%	4.1%	1.5%	1.5%
Q8-3. Buses arriving on time	40.5%	36.4%	13.8%	6.2%	1.5%	1.5%
Q8-4. Frequency of service	47.7%	32.8%	5.6%	7.7%	3.1%	3.1%
Q8-5. Courtesy of drivers	58.5%	28.2%	5.6%	2.1%	2.1%	3.6%
Q8-6. Cleanliness of buses	50.8%	33.8%	7.7%	2.1%	2.6%	3.1%
Q8-7. Cleanliness of transit center	45.1%	32.8%	13.3%	2.6%	3.1%	3.1%
Q8-8. Ease of getting service information	43.1%	31.3%	12.3%	7.2%	3.1%	3.1%
Q8-9. Ease of locating a bus stop	49.2%	31.3%	6.7%	7.7%	2.1%	3.1%
Q8-10. Ease of paying your fare	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Q8-11. Safe operation of buses	53.3%	31.8%	5.1%	4.6%	1.5%	3.6%
Q8-12. Safety at transit center	50.3%	31.8%	9.2%	2.6%	1.5%	4.6%
Q8-13. Safety while waiting at a bus stop	50.3%	34.4%	7.7%	3.1%	1.0%	3.6%
Q8-14. How safe you feel riding this bus route	52.3%	33.8%	5.6%	3.1%	1.5%	3.6%
Q8-15. Information at the bus stop	43.6%	32.8%	10.8%	6.7%	2.1%	4.1%
Q8-16. COVID safety precautions/procedures while riding	43.1%	34.9%	8.2%	7.2%	1.5%	5.1%

**WITHOUT "NOT PROVIDED"****Q8. Please rate your satisfaction with each of the following items: (without "not provided")**

(N=195)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q8-1. Availability of accessible bus stops	46.6%	34.7%	8.8%	6.2%	3.6%
Q8-2. Cleanliness of bus shelters	43.8%	36.5%	14.1%	4.2%	1.6%
Q8-3. Buses arriving on time	41.1%	37.0%	14.1%	6.3%	1.6%
Q8-4. Frequency of service	49.2%	33.9%	5.8%	7.9%	3.2%
Q8-5. Courtesy of drivers	60.6%	29.3%	5.9%	2.1%	2.1%
Q8-6. Cleanliness of buses	52.4%	34.9%	7.9%	2.1%	2.6%
Q8-7. Cleanliness of transit center	46.6%	33.9%	13.8%	2.6%	3.2%
Q8-8. Ease of getting service information	44.4%	32.3%	12.7%	7.4%	3.2%
Q8-9. Ease of locating a bus stop	50.8%	32.3%	6.9%	7.9%	2.1%
Q8-10. Ease of paying your fare	0.0%	0.0%	0.0%	0.0%	0.0%
Q8-11. Safe operation of buses	55.3%	33.0%	5.3%	4.8%	1.6%
Q8-12. Safety at transit center	52.7%	33.3%	9.7%	2.7%	1.6%
Q8-13. Safety while waiting at a bus stop	52.1%	35.6%	8.0%	3.2%	1.1%
Q8-14. How safe you feel riding this bus route	54.3%	35.1%	5.9%	3.2%	1.6%
Q8-15. Information at the bus stop	45.5%	34.2%	11.2%	7.0%	2.1%
Q8-16. COVID safety precautions/ procedures while riding	45.4%	36.8%	8.6%	7.6%	1.6%

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

<u>Q8a. Top choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	41	21.2 %
Cleanliness of bus shelters	3	1.6 %
Buses arriving on time	40	20.7 %
Frequency of service	22	11.4 %
Courtesy of drivers	14	7.3 %
Cleanliness of buses	10	5.2 %
Ease of getting service information	3	1.6 %
Ease of locating a bus stop	2	1.0 %
Ease of paying your fare	9	4.7 %
Safe operation of buses	1	0.5 %
Safety at transit center	2	1.0 %
Safety while waiting at a bus stop	5	2.6 %
Information at the bus stop	20	10.4 %
None chosen	21	10.9 %
Total	193	100.0 %

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

<u>Q8a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	17	8.8 %
Cleanliness of bus shelters	8	4.1 %
Buses arriving on time	27	14.0 %
Frequency of service	34	17.6 %
Courtesy of drivers	12	6.2 %
Cleanliness of buses	10	5.2 %
Cleanliness of transit center	1	0.5 %
Ease of getting service information	4	2.1 %
Ease of locating a bus stop	8	4.1 %
Ease of paying your fare	13	6.7 %
Safe operation of buses	3	1.6 %
Safety at transit center	2	1.0 %
Safety while waiting at a bus stop	6	3.1 %
How safe you feel riding this bus route	1	0.5 %
Information at the bus stop	10	5.2 %
None chosen	37	19.2 %
Total	193	100.0 %

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

<u>Q8a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	18	9.3 %
Cleanliness of bus shelters	1	0.5 %
Buses arriving on time	19	9.8 %
Frequency of service	13	6.7 %
Courtesy of drivers	11	5.7 %
Cleanliness of buses	10	5.2 %
Cleanliness of transit center	2	1.0 %
Ease of getting service information	9	4.7 %
Ease of locating a bus stop	4	2.1 %
Ease of paying your fare	11	5.7 %
Safe operation of buses	3	1.6 %
Safety at transit center	5	2.6 %
Safety while waiting at a bus stop	10	5.2 %
How safe you feel riding this bus route	2	1.0 %
Information at the bus stop	5	2.6 %
None chosen	70	36.3 %
Total	193	100.0 %

**Q8a. Which THREE of the service items you rated in Question 8 are most important to you? (top 3)**

<u>Q8a. Sum of top 3 choices</u>	<u>Number</u>	<u>Percent</u>
Availability of accessible bus stops	76	39.4 %
Cleanliness of bus shelters	12	6.2 %
Buses arriving on time	86	44.6 %
Frequency of service	69	35.8 %
Courtesy of drivers	37	19.2 %
Cleanliness of buses	30	15.5 %
Cleanliness of transit center	3	1.6 %
Ease of getting service information	16	8.3 %
Ease of locating a bus stop	14	7.3 %
Ease of paying your fare	33	17.1 %
Safe operation of buses	7	3.6 %
Safety at transit center	9	4.7 %
Safety while waiting at a bus stop	21	10.9 %
How safe you feel riding this bus route	3	1.6 %
Information at the bus stop	35	18.1 %
None chosen	21	10.9 %
Total	472	

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

Q8b. How satisfied are you with EMBARK fixed route service overall	Number	Percent
Very satisfied	84	43.5 %
Satisfied	77	39.9 %
Neutral	19	9.8 %
Dissatisfied	1	0.5 %
Very dissatisfied	1	0.5 %
Not provided	11	5.7 %
Total	193	100.0 %

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

Q8b. How satisfied are you with EMBARK fixed route service overall	Number	Percent
Very satisfied	84	46.2 %
Satisfied	77	42.3 %
Neutral	19	10.4 %
Dissatisfied	1	0.5 %
Very dissatisfied	1	0.5 %
Total	182	100.0 %

**Q9. Have you used any of these rider tools?**

<u>Q9. Have you used any of these rider tools</u>	<u>Number</u>	<u>Percent</u>
Text Alerts	8	4.1 %
235-RIDE	27	13.8 %
Google Transit	25	12.8 %
Transit App	19	9.7 %
Moovit App	1	0.5 %
embarkok.com	40	20.5 %
EMBARK Connect App	25	12.8 %
Other	1	0.5 %
Total	146	

**Q9-9. Other**

<u>Q9-9. Other.</u>	<u>Number</u>	<u>Percent</u>
ROUTE MAP	1	100.0 %
Total	1	100.0 %



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

Q10. What one improvement would you like to see in transit service here in the area	Number	Percent
Earlier morning service	31	15.9 %
More shelters at stops	23	11.8 %
More routes to more places	27	13.8 %
Later service on weekends	34	17.4 %
More frequent service on weekdays	21	10.8 %
More frequent service on weekends	14	7.2 %
Later evening service	20	10.3 %
Other	18	9.2 %
Not provided	7	3.6 %
Total	195	100.0 %

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

Q10. What one improvement would you like to see in transit service here in the area	Number	Percent
Earlier morning service	31	16.5 %
More shelters at stops	23	12.2 %
More routes to more places	27	14.4 %
Later service on weekends	34	18.1 %
More frequent service on weekdays	21	11.2 %
More frequent service on weekends	14	7.4 %
Later evening service	20	10.6 %
Other	18	9.6 %
Total	188	100.0 %

**Q10-3. Where?**

<u>Q10-3. Where</u>	<u>Number</u>	<u>Percent</u>
SOUTH OF NORMAN	2	8.7 %
WALMART	2	8.7 %
EAST LINDSEY & EAST 24TH	1	4.3 %
24 & LINDSEY	1	4.3 %
ALL CITY	1	4.3 %
ZOO	1	4.3 %
NORMAN AND MOORE	1	4.3 %
BETWEEN LINDSEY AND HIGHWAY 9 OFF 12th AVE SE	1	4.3 %
NORTHSIDE/EAST Moore	1	4.3 %
IN NORMAN	1	4.3 %
EAST SIDE OR AT LEAST TO 24TH STREET	1	4.3 %
APPLE CREEK APARTMENTS	1	4.3 %
WALMART, EMERALD GREENS, CARTE RESEARCH, CONSTITUTION ST	1	4.3 %
PAST HIGHWAY 9 ON 12TH STREET AND POSTAL CENTER	1	4.3 %
NEW LIBRARY	1	4.3 %
15 MILES OUTSIDE OF THE CITY IN ALL DIRECTIONS	1	4.3 %
CRIMSON PARK	1	4.3 %
SOUTH TO NORTH	1	4.3 %
CLASSEN BLVD	1	4.3 %
EMERALD GREENS	1	4.3 %
Total	23	100.0 %

**Q10-8. Where?**

<u>Q10-8. Other</u>	<u>Number</u>	<u>Percent</u>
SUNDAY SERVICE	4	22.2 %
INCREASED OCCUPANCY	1	5.6 %
NEW GAME DAY ROUTE IS NOT GREAT, HAVE TO WALK IT IS NOT CONVENIENT	1	5.6 %
SUNDAY BUSES	1	5.6 %
AT #1	1	5.6 %
24 PICK UP ALONG LINDSEY	1	5.6 %
A STOP ON 24TH BY BRAUMS, WOMAN IS BLIND AND CANNOT CROSS STREET	1	5.6 %
WALMART EAST	1	5.6 %
PLACE BUS STOPS AT STOP LIGHTS	1	5.6 %
I DON'T GET SEATING ARRANGEMENT, AND DON'T THINK IT IS SANITIZED AFTER A RUN	1	5.6 %
WEEKEND, SUNDAY SERVICE	1	5.6 %
INFO	1	5.6 %
CLEVELAND COUNTY JAIL	1	5.6 %
MORE STOPS	1	5.6 %
<u>NEW GAME DAY ROUTE IS NOT GREAT</u>	<u>1</u>	<u>5.6 %</u>
Total	18	100.0 %

**Q11. What is the primary reason you use transit?**

<u>Q11. What is the primary reason you use transit</u>	<u>Number</u>	<u>Percent</u>
Cannot drive	54	27.7 %
Avoid driving/traffic	13	6.7 %
No car available	103	52.8 %
Avoid parking	7	3.6 %
Save money	13	6.7 %
Environment	2	1.0 %
Not provided	3	1.5 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q11. What is the primary reason you use transit? (without "not provided")**

<u>Q11. What is the primary reason you use transit</u>	<u>Number</u>	<u>Percent</u>
Cannot drive	54	28.1 %
Avoid driving/traffic	13	6.8 %
No car available	103	53.6 %
Avoid parking	7	3.6 %
Save money	13	6.8 %
Environment	2	1.0 %
Total	192	100.0 %

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

Q12. Do you speak a language other than English at home	Number	Percent
No	155	79.5 %
Yes	35	17.9 %
Not provided	5	2.6 %
Total	195	100.0 %

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

Q12. Do you speak a language other than English at home	Number	Percent
No	155	81.6 %
Yes	35	18.4 %
Total	190	100.0 %

**Q12-2. (If YES) Which language?**

Q12-2. Which language	Number	Percent
Spanish	9	32.1 %
FRENCH	3	10.7 %
GERMAN	2	7.1 %
Arabic	2	7.1 %
PERSIAN	2	7.1 %
VIETNAMESE	1	3.6 %
FINNISH	1	3.6 %
YORUBA	1	3.6 %
TELUGN	1	3.6 %
NATIVE	1	3.6 %
BENGALI	1	3.6 %
TWI GHANA	1	3.6 %
TURKISH	1	3.6 %
HINDI	1	3.6 %
YAKAMA	1	3.6 %
Total	28	100.0 %

**Q12a. How well do you speak English?**

<u>Q12a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	179	91.8 %
Well	10	5.1 %
Less than well	1	0.5 %
Not provided	5	2.6 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q12a. How well do you speak English? (without "not provided")**

<u>Q12a. How well do you speak English</u>	<u>Number</u>	<u>Percent</u>
Very well	179	94.2 %
Well	10	5.3 %
Less than well	1	0.5 %
Total	190	100.0 %

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

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

	Number	Percent
Maybe	74	37.9 %
No	10	5.1 %
Yes	109	55.9 %
Not provided	2	1.0 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q13. Will you still be using EMBARK 1 year from now? (without "not provided")**

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

	Number	Percent
Maybe	74	38.3 %
No	10	5.2 %
Yes	109	56.5 %
Total	193	100.0 %

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

<u>Q14. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	69	35.4 %
Two	40	20.5 %
Three	41	21.0 %
Four	26	13.3 %
Five	6	3.1 %
Six or more	7	3.6 %
Not provided	6	3.1 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

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

<u>Q14. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	69	36.5 %
Two	40	21.2 %
Three	41	21.7 %
Four	26	13.8 %
Five	6	3.2 %
Six or more	7	3.7 %
Total	189	100.0 %



**Q15. What year were you born?**

Q15. What year were you born	Number	Percent
1933	1	0.5 %
1942	2	1.1 %
1944	1	0.5 %
1946	1	0.5 %
1953	1	0.5 %
1954	1	0.5 %
1955	2	1.1 %
1956	1	0.5 %
1957	2	1.1 %
1958	2	1.1 %
1959	3	1.6 %
1960	3	1.6 %
1961	4	2.2 %
1962	6	3.2 %
1963	1	0.5 %
1964	3	1.6 %
1965	3	1.6 %
1966	2	1.1 %
1967	3	1.6 %
1968	1	0.5 %
1969	2	1.1 %
1970	3	1.6 %
1971	2	1.1 %
1972	2	1.1 %
1973	3	1.6 %
1974	2	1.1 %
1975	2	1.1 %
1976	7	3.8 %
1977	6	3.2 %
1978	2	1.1 %
1979	5	2.7 %
1980	3	1.6 %
1981	3	1.6 %
1982	3	1.6 %
1983	7	3.8 %
1984	5	2.7 %
1985	3	1.6 %
1986	3	1.6 %
1987	4	2.2 %
1988	2	1.1 %
1989	6	3.2 %
1990	6	3.2 %
1991	7	3.8 %
1992	3	1.6 %
1993	2	1.1 %
1994	7	3.8 %
1995	6	3.2 %

**Q15. What year were you born?**

<u>Q15. What year were you born</u>	<u>Number</u>	<u>Percent</u>
1996	5	2.7 %
1997	7	3.8 %
1998	1	0.5 %
1999	3	1.6 %
2000	13	7.0 %
2002	2	1.1 %
2003	1	0.5 %
2004	2	1.1 %
2008	1	0.5 %
2009	1	0.5 %
Total	185	100.0 %

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

<u>Q16. Do you have a valid driver's license</u>	<u>Number</u>	<u>Percent</u>
Yes	77	39.5 %
No	108	55.4 %
Not provided	10	5.1 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q16. Do you have a valid driver's license? (without "not provided")**

<u>Q16. Do you have a valid driver's license</u>	<u>Number</u>	<u>Percent</u>
Yes	77	41.6 %
No	108	58.4 %
Total	185	100.0 %

**Q17. What is your home Zip code?**

<u>Q17. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
73071	90	46.2 %
73069	43	22.1 %
73072	26	13.3 %
99999	20	10.3 %
73064	2	1.0 %
37071	1	0.5 %
73010	1	0.5 %
73068	1	0.5 %
73066	1	0.5 %
73005	1	0.5 %
73165	1	0.5 %
73019	1	0.5 %
73116	1	0.5 %
73159	1	0.5 %
73017	1	0.5 %
73102	1	0.5 %
73171	1	0.5 %
73170	1	0.5 %
73032	1	0.5 %
Total	195	100.0 %

**Q18. What is your gender?**

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	117	60.0 %
Female	76	39.0 %
Another gender	1	0.5 %
Prefer not to answer	1	0.5 %
Total	195	100.0 %

**Q19. Do you consider yourself:**

<u>Q19. Your race</u>	<u>Number</u>	<u>Percent</u>
White/Caucasian	121	62.1 %
Black/African American	40	20.5 %
Hispanic/Latino/Spanish	18	9.2 %
Asian	8	4.1 %
Native American	28	14.4 %
Other	4	2.1 %
Total	219	

**Q19-7. Other**

<u>Q19-7. Other</u>	<u>Number</u>	<u>Percent</u>
ITALIAN	1	25.0 %
HEBREW	1	25.0 %
JEWISH	1	25.0 %
TURKISH	1	25.0 %
Total	4	100.0 %

**Q20. Are you:**

<u>Q20. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	59	30.3 %
Employed part time	32	16.4 %
Seeking work	33	16.9 %
Not seeking work	11	5.6 %
Tech/college	19	9.7 %
Student (K-12)	4	2.1 %
Other	26	13.3 %
Veteran	3	1.5 %
Retired	16	8.2 %
House spouse	2	1.0 %
Total	205	

**Q20-7. Other**

<u>Q20-7. Other</u>	<u>Number</u>	<u>Percent</u>
Disabled	16	80.0 %
SSI	2	10.0 %
SELF EMPLOYED	1	5.0 %
IND SELLER	1	5.0 %
Total	20	100.0 %

**Q21. What was your annual household income in 2019?**

Q21. What was your annual household income in 2019	Number	Percent
Less than \$10K	73	37.4 %
\$10K-\$19,999	36	18.5 %
\$20K-\$29,999	22	11.3 %
\$30K-\$39,999	8	4.1 %
\$40K-\$49,999	3	1.5 %
\$50K+	4	2.1 %
Don't know	49	25.1 %
Total	195	100.0 %

**WITHOUT "DON'T KNOW"****Q21. What was your annual household income in 2019? (without "don't know")**

Q21. What was your annual household income in 2019	Number	Percent
Less than \$10K	73	50.0 %
\$10K-\$19,999	36	24.7 %
\$20K-\$29,999	22	15.1 %
\$30K-\$39,999	8	5.5 %
\$40K-\$49,999	3	2.1 %
\$50K+	4	2.7 %
Total	146	100.0 %



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

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

	Number	Percent
Not provided	195	100.0 %
Total	195	100.0 %

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

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

	Number	Percent
No	169	86.7 %
Yes	20	10.3 %
Not provided	6	3.1 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

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

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

	Number	Percent
No	169	89.4 %
Yes	20	10.6 %
Total	189	100.0 %

**Q23a. If YES, how many times?**

Q23a. How many times

	Number	Percent
1	2	40.0 %
2	1	20.0 %
10	1	20.0 %
3	1	20.0 %
Total	5	100.0 %

**Q35. What kind of pass did you use for this trip?**

<u>Q35. What kind of pass did you use for this trip</u>	<u>Number</u>	<u>Percent</u>
Local	7	3.6 %
Express	1	0.5 %
Reduced	1	0.5 %
Universal pass	2	1.0 %
Free	85	43.6 %
Not provided	99	50.8 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q35. What kind of pass did you use for this trip? (without "not provided")**

<u>Q35. What kind of pass did you use for this trip</u>	<u>Number</u>	<u>Percent</u>
Local	7	7.3 %
Express	1	1.0 %
Reduced	1	1.0 %
Universal pass	2	2.1 %
Free	85	88.5 %
Total	96	100.0 %

**Q36. How did you pay for your pass?**

<u>Q36. How did you pay for your pass</u>	<u>Number</u>	<u>Percent</u>
Cash/coin	3	1.5 %
Credit/debit card	2	1.0 %
Token transit app	1	0.5 %
Gift/free/no charge	73	37.4 %
Not provided	116	59.5 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"**

**Q36. How did you pay for your pass? (without "not provided")**

<u>Q36. How did you pay for your pass</u>	<u>Number</u>	<u>Percent</u>
Cash/coin	3	3.8 %
Credit/debit card	2	2.5 %
Token transit app	1	1.3 %
Gift/free/no charge	73	92.4 %
Total	79	100.0 %

**Q37. Do you have a disability that limits your mobility?**

Q37. Do you have a disability that limits your mobility	Number	Percent
Yes	17	8.7 %
No	79	40.5 %
Not provided	99	50.8 %
Total	195	100.0 %

**WITHOUT "NOT PROVIDED"****Q37. Do you have a disability that limits your mobility? (without "not provided")**

Q37. Do you have a disability that limits your mobility	Number	Percent
Yes	17	17.7 %
No	79	82.3 %
Total	96	100.0 %

## **Section 4**

# **Survey Instruments**

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# 2020 EMBARK Transit Rider Survey

EMBARK On-Board Transit Survey Final Findings (2020)

Office use only

Interviewer's initials: \_\_\_\_\_

Day of the Week: \_\_\_\_\_

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

EMBARK wants your input in order to serve you better.

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

1. What bus route number are you riding now? \_\_\_\_\_

2. How often do you usually ride?

- 5+ days per week  1-3 days a month  
 3-4 days per week  Less than once a month  
 1 or 2 days per week

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

- 6 months or less  6 months to a year  1-2 years  
 More than 2 years

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

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

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

- Walk → How many minutes did you walk? \_\_\_\_\_  
 Bicycle → How many minutes did you bike? \_\_\_\_\_  
 Mobility Device  
 Dropped off (car, uber, taxi, lyft)  
 Drove alone → Where did you park? \_\_\_\_\_  
 Drove with others

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

- None  Two  
 One  Three or more

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

- Shelters  Lighting  Sidewalks  Benches

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

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

8a. Which THREE of the SERVICE ITEMS YOU RATED ABOVE in Question #8,

are most important to you? (write the numbers that correspond to your top three choices in the spaces provided below.) 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
8b. Overall, how satisfied are you with EMBARK fixed route service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Text Alerts  Transit App  embarkok.com  
 235-RIDE  Moovit App  EMBARK Connect App  
 Token Transit App  Other: \_\_\_\_\_  
 Google Transit

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

- Earlier morning service  
 More shelters at stops  
 More routes to more places, WHERE? \_\_\_\_\_  
 Later service on weekends  Other: \_\_\_\_\_  
 More frequent service on weekdays  
 More frequent service on weekends  
 Later evening service

11. What is the primary reason you use transit?

- Cannot drive  No car available  Save money  
 Avoid driving/traffic  Avoid parking  Environment

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

- No  Yes, Which language? \_\_\_\_\_

12a. How well do you speak English?

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

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

- Maybe  No  Yes

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

- One  Two  Three  Four  Five  Six or more

15. What year were you born? \_\_\_\_\_

16. Valid driver's license?  Yes  No

17. What is your home Zip code? \_\_\_\_\_

18. What is your gender?

- Male  Female  Another gender  Prefer not to answer

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

- White/Caucasian  Black/African American  
 Hispanic/Latino/Spanish  Hawaii/Pacific Islander  
 Asian  Native American  Other: \_\_\_\_\_

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

- Employed full time  Employed part time  Seeking work  
 Not seeking work  Tech/College  Student (K-12)  
 Other: \_\_\_\_\_  Veteran  Retired  Housepouse

21. What was your annual household income in 2019?

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

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

- No  Yes

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

- No  Yes

23a. If yes, how many times? \_\_\_\_\_

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

First Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell (include area code): \_\_\_\_\_

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

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

Yes, I am willing to participate in future EMBARK studies

Continue

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# 2020 EMBARK Transit Rider Survey – Norman Routes

Interviewer's initials: \_\_\_\_\_

Day of the Week: \_\_\_\_\_

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

EMBARK wants your input in order to serve you better.

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

1. What bus route number are you riding now? \_\_\_\_\_

2. How often do you usually ride?

- 5+ days per week  1-3 days a month  
 3-4 days per week  Less than once a month  
 1 or 2 days per week

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

- 6 months or less  6 months to a year  1-2 years  
 More than 2 years

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

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

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

- Walk → How many minutes did you walk? \_\_\_\_\_  
 Bicycle → How many minutes did you bike? \_\_\_\_\_  
 Mobility Device  
 Dropped off (car, uber, taxi, lyft)  
 Drove alone → Where did you park? \_\_\_\_\_  
 Drove with others

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

- None  Two  
 One  Three or more

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

- Shelters  Lighting  Sidewalks  Benches

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. Availability of accessible bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Cleanliness of bus shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Buses arriving on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Courtesy of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Cleanliness of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Cleanliness of transit center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Ease of getting service information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Ease of locating a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Safe operation of buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Safety at the Brooks St Transfer Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Safety while waiting at a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. How safe do you feel riding this route	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Information at the bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. COVID Safety Precautions/Procedures while Riding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
8b. Overall, how satisfied are you with fixed route service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- Text Alerts  Transit App  embarknorman.com  
 235-RIDE  Moovit App  EMBARK Connect App  
 NormanOK.gov  Other: \_\_\_\_\_  
 Google Transit

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

- Earlier morning service  
 More shelters at stops  
 More routes to more places, WHERE? \_\_\_\_\_  
 Later service on weekends  Other: \_\_\_\_\_  
 More frequent service on weekdays  
 More frequent service on weekends  
 Later evening service

11. What is the primary reason you use transit?

- Cannot drive  No car available  Save money  
 Avoid driving/traffic  Avoid parking  Environment

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

- No  Yes, Which language? \_\_\_\_\_

12a. How well do you speak English?

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

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

- Maybe  No  Yes

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

- One  Two  Three  Four  Five  Six or more

15. What year were you born? \_\_\_\_\_

16. Valid driver's license?  Yes  No

17. What is your home Zip code? \_\_\_\_\_

18. What is your gender?

- Male  Female  Another gender  Prefer not to answer

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

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

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

- Employed full time  Employed part time  Seeking work  
 Not seeking work  Tech/College  Student (K-12)  
 Other: \_\_\_\_\_  Veteran  Retired  Housepouse

21. What was your annual household income in 2019?

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

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

- No  Yes  
22a. If yes, how many times? \_\_\_\_\_

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

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

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

First Name: \_\_\_\_\_ Email: \_\_\_\_\_ Cell (include area code): \_\_\_\_\_

Continue 