

2024

# EMBARK Transit Rider Survey

OKC & Norman  
Fixed Routes

Findings Report

Submitted to  
**EMBARK**  
Oklahoma City, OK

Spring 2024



**ETC**  
INSTITUTE



# Contents

<b><u>1</u></b>	<b>Executive Summary.....i</b>
<b><u>2</u></b>	<b>Overall Results (OKC).....1</b>
<b><u>3</u></b>	<b>Overall Results (Norman).....55</b>
<b><u>4</u></b>	<b>I-S Analysis.....104</b>
<b><u>5</u></b>	<b>Tabular Data.....109</b>
<b><u>6</u></b>	<b>Survey Instrument.....184</b>



# Executive Summary

# 2024 EMBARK Transit Survey Overview & Methodology

## Overview

EMBARK initiated this survey during Spring 2024. The primary objective for conducting the transit survey is to gather information about riders, their transit needs, and level of satisfaction with services. The universe of the survey consisted of 26 fixed routes in the EMBARK system with a goal of 1,400 surveys. The actual number of completed surveys was 1,440; a total of 1,255 surveys were completed in Oklahoma City and a total of 185 surveys were completed in Norman.

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

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

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

## Methodology

### *Survey Administration/Quality Control Procedures*

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

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

- The interviewer attempted to ask every rider who boarded the bus to complete the survey.
- The interviewer checked the survey to ensure that the “critical questions” were complete.
- After completing the 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.

***Data Entry & Editing Procedures***

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

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

# EMBARK Transit Rider Profile

## Oklahoma City Routes

64% are male

36% are female



30% use EMBARK Travel Tools

43% use transit because they do not have a car



45% use transit for shopping/errands

39% consider themselves Black/African American

33% consider themselves White/Caucasian

33% are employed full time



71% have been riding transit in OKC for 1 year or longer

10% consider themselves Hispanic/Latino/Spanish

11% consider themselves Native American

36% live in a single-person household



87% walk from their home to the nearest bus stop

62% have one to two transfers to reach their destination



71% ride EMBARK three days or more per week

47% are between 18-44 years old



78% do not speak another language in their home other than English

51% had an annual household income less than \$15,000 in 2023





# EMBARK Transit Rider Profile

## Norman Routes

51% are male

47% are female



49% use EMBARK Travel Tools

55% use transit because they do not have a car



17% are a tech/college student

22% consider themselves Black/African American

46% consider themselves White/Caucasian

29% use transit to get to work



30% live in a two-person household

9% consider themselves Hispanic/Latino/Spanish

35% live in a single-person household



14% use transit to get to school

13% consider themselves Native American

56% usually ride five or more times per week



92% walk from their home to the nearest bus stop

65% are under 45 years old



62% have one to two transfers to reach their destination

46% had an annual household income less than \$15,000 in 2023



# 2024 EMBARK Transit Survey

## Major Findings

### Oklahoma City Routes

#### Overall Level of Satisfaction

- Riders have had similar overall satisfaction with EMBARK's fixed route service over the past several years. 76% of riders were satisfied ("very satisfied" or "satisfied" responses) in 2020 followed by 78% of riders being satisfied in 2021. This year, 77% of riders indicated that they were satisfied. While overall satisfaction levels did not change, nearly all aspects of service received increased satisfaction ratings compared to previous surveys.
- The transit services that had the highest percentage of riders on Oklahoma City routes indicate they are "very satisfied" or "satisfied" with the service are listed below.
  - Ease of paying the fare (82%)
  - Safety while riding this route (81%)
  - Safe operation of buses by drivers (80%)
    - *No services received satisfaction ratings of 80% or higher in 2021 or 2020*
- Satisfaction ratings, from Oklahoma City routes, significantly increased, from 2021 to 2024, in seven items analyzed. These items are listed below.
  - Courtesy & helpfulness of drivers: 63% (2021) to 82% (2024) **+19%**
  - Frequency of service: 64% (2021) to 79% (2024) **+15%**
  - Cleanliness of bus stops: 65% (2021) to 76% (2024) **+11%**
  - Cleanliness of buses: 72% (2021) to 81% (2024) **+9%**
  - Bus arriving on time: 66% (2021) to 75% (2024) **+9%**
  - Safety while waiting at a bus stop: 71% (2021) to 76% (2024) **+5%**
  - Cleanliness of transit center: 75% (2021) to 79% (2024) **+4%**
- The transit services that had the lowest percentage of riders that are very satisfied or satisfied with the service are listed below.
  - Cleanliness of bus stops (76%)
    - *Satisfaction increased 11% since 2021*
  - Hours of service (75%)
    - *Not rated in past surveys*
  - Buses arriving on time (75%)
    - *Satisfaction increased 9% since 2021*
- Availability of accessible bus stops was the only service item that decreased in satisfaction: 77% (2021) to 76% (2024) **-1%**.



# 2024 EMBARK Transit Survey

## Major Findings

### ***Transit Service Items Most Important to Riders***

- The transit service items that are most important to the riders who ride Oklahoma City routes are listed below. (Percentages are based on the sum of riders top three choices.)
  - Hours of service (23% - not included in previous surveys)
  - Buses arriving on time (17%)
  - Availability of accessible bus stops (13%)
  - Courtesy & helpfulness of drivers (12%)
- Riders were asked to indicate one improvement they would like to see in the transit service in their area, and 30% indicated they would like to see weekend service until 10pm.

### ***Rider Transfers and Purpose of Trip***

- 79% of riders needed at least one transfer to reach their destination (decrease of 3% from 2021).
- 71% of riders on Oklahoma City routes usually ride three or more days a week (a decrease of 5% since 2021)
- 71% of riders on Oklahoma City routes have been riding transit in the Oklahoma City area for one year or longer (an increase of 2% since 2021)
- 87% of riders indicated they travel from their home to the nearest bus stop by walking
- Since 2021, an increase of 24% transit riders on Oklahoma City routes, indicated the main purpose of their trip was shopping/errands (45%).

### ***Additional Findings***

- 51% of riders walked zero to five minutes to get to their stop
- 30% of riders walked six to 10 minutes
- 19% of riders walked ten minutes or longer
- 51% of riders, on Oklahoma City routes, indicated their primary boarding stop does have sidewalks, an increase of 10% since 2021.

# 2024 EMBARK Transit Survey

## Major Findings

### Norman Routes

#### ***Overall Level of Satisfaction***

- Most (82%) Norman route riders are very satisfied/satisfied with EMBARK Norman service; 13% are neither satisfied or dissatisfied and 4% are dissatisfied/very dissatisfied. This is an 8% decrease in satisfaction from 2021.
- Riders, on Norman routes, were asked to rate their level of satisfaction with transit service items. The top three items that received the highest ratings of the sum of “very satisfied” and “satisfied” responses are listed below.
  - Safety while riding this bus route (92%)
    - *1% increase from 2021*
  - Safe operation of buses by drivers (88%)
    - *7% decrease from 2021*
  - Courtesy of the drivers (85%)
    - *8% decrease from 2021*
  - Safety while waiting at a stop (85%)
    - *1% increase from 2021*
- Satisfaction ratings from Norman routes decreased for the majority of service aspects from 2021 with results being more similar to the 2020 findings. While more items decreased than increased, all items still have relatively high levels of satisfaction compared to industry standards, with 14 of 17 items being over 75% satisfaction and no items rating below 73%. Listed below are the four lowest rating items.
  - Hours of service (76%)
    - *Not rated previously*
  - Ease of planning a trip (74%)
    - *Not rated previously*
  - Frequency of service (74%)
    - *1% decrease from 2021*
  - Buses arriving on time (73%)
    - *8% decrease from 2021*

# 2024 EMBARK Transit Survey

## Major Findings

### ***Transit Service Items Most Important to Riders***

- Riders, on Norman routes, were asked to rate the three service items that are most important to them. The four service items that had the highest ratings, based on the sum percentage of rider's top three choices, were:
  - Hours of service (24% - not rated previously)
  - Availability of accessible bus stops (22% - second highest rating item in 2021)
  - Buses arriving on time (21%)
  - Reliability of service (15%)
- When riders were asked what one improvement, they would like to see in transit service in the Norman area, 33% selected Sunday service and 25% selected weekend service until 10pm.

### ***Rider Transfers and Purpose of Trip***

- An increase of 5% of riders on Norman routes indicated they had two or more transfers to reach their destination (35% in 2024 versus 30% in 2021).
  - 29% had zero transfers (decrease of 14% since 2021)
  - 36% had one transfer (increase of 9% since 2021)
- Compared to 2021 results, an decrease of 16% of riders indicated the main purpose of their trip was for school (tech/college/university) (14% in 2024 vs. 30% in 2021 – 12% in 2020) and an increase of 2% of riders indicated the main purpose of their trip was for work (29% in 2024 vs. 27% in 2021).

### ***Additional Findings***

- The primary reason that half (55%) of riders on Norman routes use transit is because they do not have a car available, and 27% cannot drive.
- Since 2021 a decrease of 8% of riders are riding their bus route five or more days per week (56% in 2024 vs. 64% in 2021 – 51% in 2020).

# 2024 EMBARK Transit Survey

## Major Findings

- Riders were asked how long they have been riding transit in the Norman area and 43% indicated they have been riding for one year or less (a decrease of 5% since 2021).
  - 55% of riders indicated they have been riding transit in the Norman area for at least one year or more.
- 92% of riders on Norman routes, a decrease of 5% since 2021, indicated they walked from their home to the nearest bus stop.
  - Of those that walk, 46% walk 0-5 minutes, 24% walk 6-10 minutes, and 30% walk 10+ minutes.
- 63% of riders on Norman routes indicated their primary boarding stop has sidewalks, 47% indicated their primary boarding stop has benches, and 37% indicated their primary boarding stop has shelter.

# 2024 EMBARK Transit Survey Investment Priorities

## Overview

**Recommended Priorities.** To help EMBARK, identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) Analysis. This analysis examined the importance respondents placed on each service and the level of satisfaction with each service. By identifying high importance and low satisfaction services, the analysis identified which services will have the most impact on overall satisfaction with agency services over the next two years. If EMBARK wants to improve its overall satisfaction rating, it should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

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

- Hours of service (I-S Rating = 0.0792)

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

Importance-Satisfaction Analysis Ratings						
2024 EMBARK Rider Survey						
OKC Fixed-Route						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Hours of service	23.1%	1	65.7%	17	0.0792	1
Buses arrive on time	17.1%	2	65.2%	18	0.0595	2
Courtesy & helpfulness of drivers	12.1%	4	73.9%	10	0.0316	3
Availability of accessible bus stops	12.6%	3	75.5%	7	0.0309	4

# 2024 EMBARK Transit Survey Investment Priorities

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

- Hours of service (I-S Rating = 0.0590)
- Buses arriving on time (I-S Rating=0.0563)

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

Importance-Satisfaction Analysis Ratings						
2024 EMBARK Rider Survey						
Norman Fixed-Route						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Hours of service	24.3%	1	75.7%	14	0.0590	1
Buses arrive on time	21.1%	3	73.3%	17	0.0563	2
Availability of accessible bus stops	21.6%	2	78.1%	11	0.0473	3
Ease of getting real-time information	13.0%	5	76.7%	13	0.0303	4
Frequency of service	11.4%	8	73.7%	16	0.0300	5

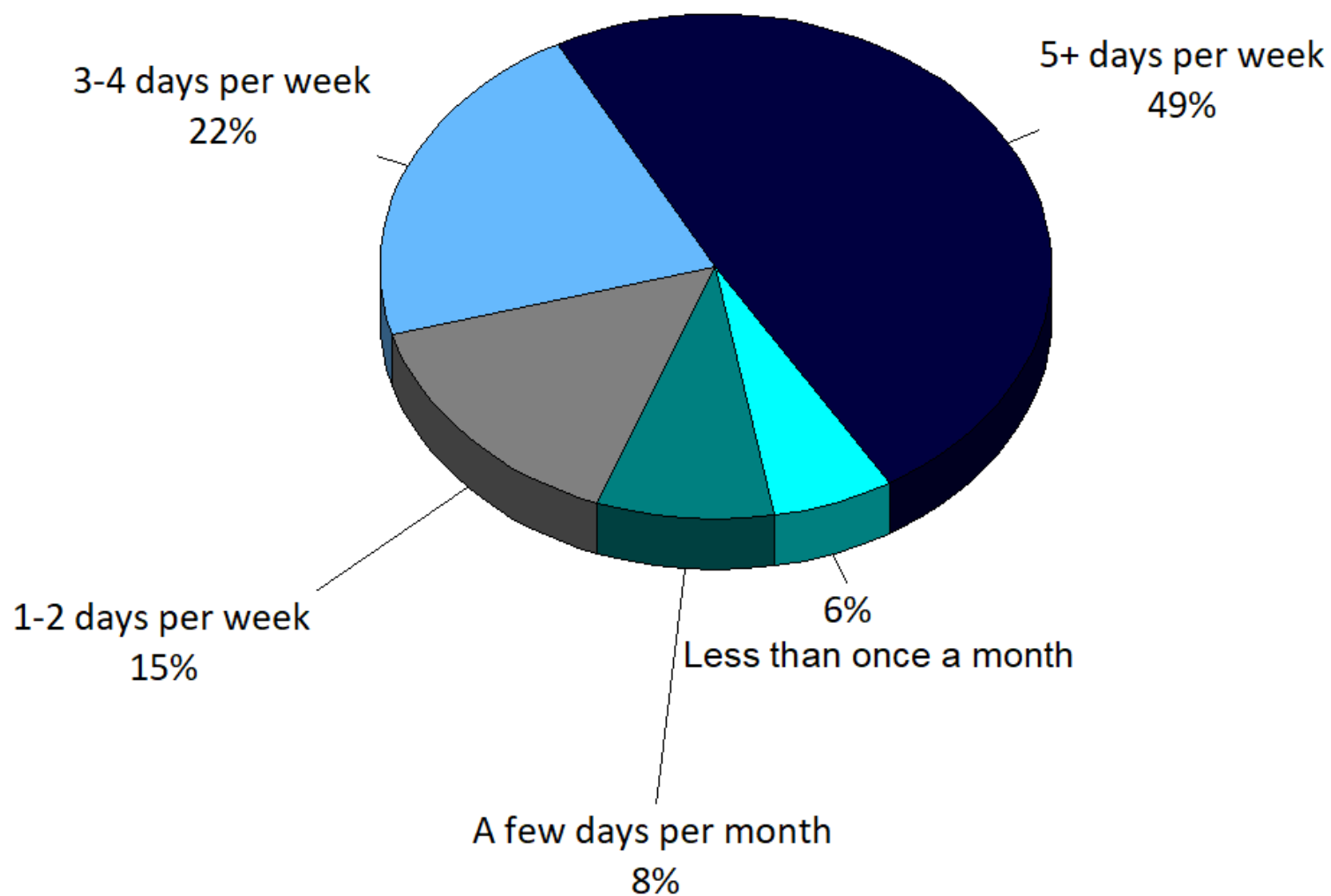




## Overall Results: Oklahoma City Routes

# Q1. How often do you usually ride EMBARK?

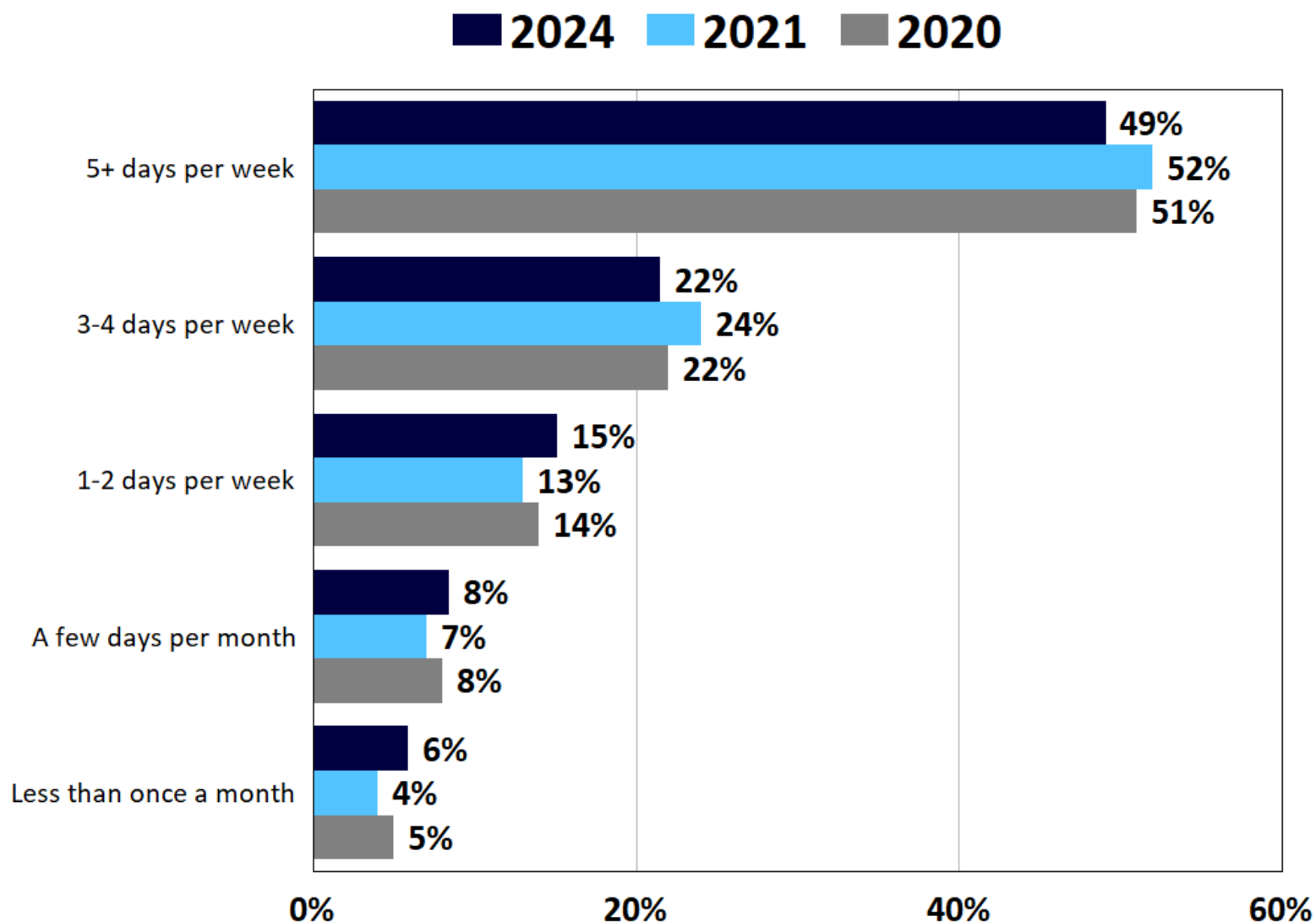
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2020 &  
2021

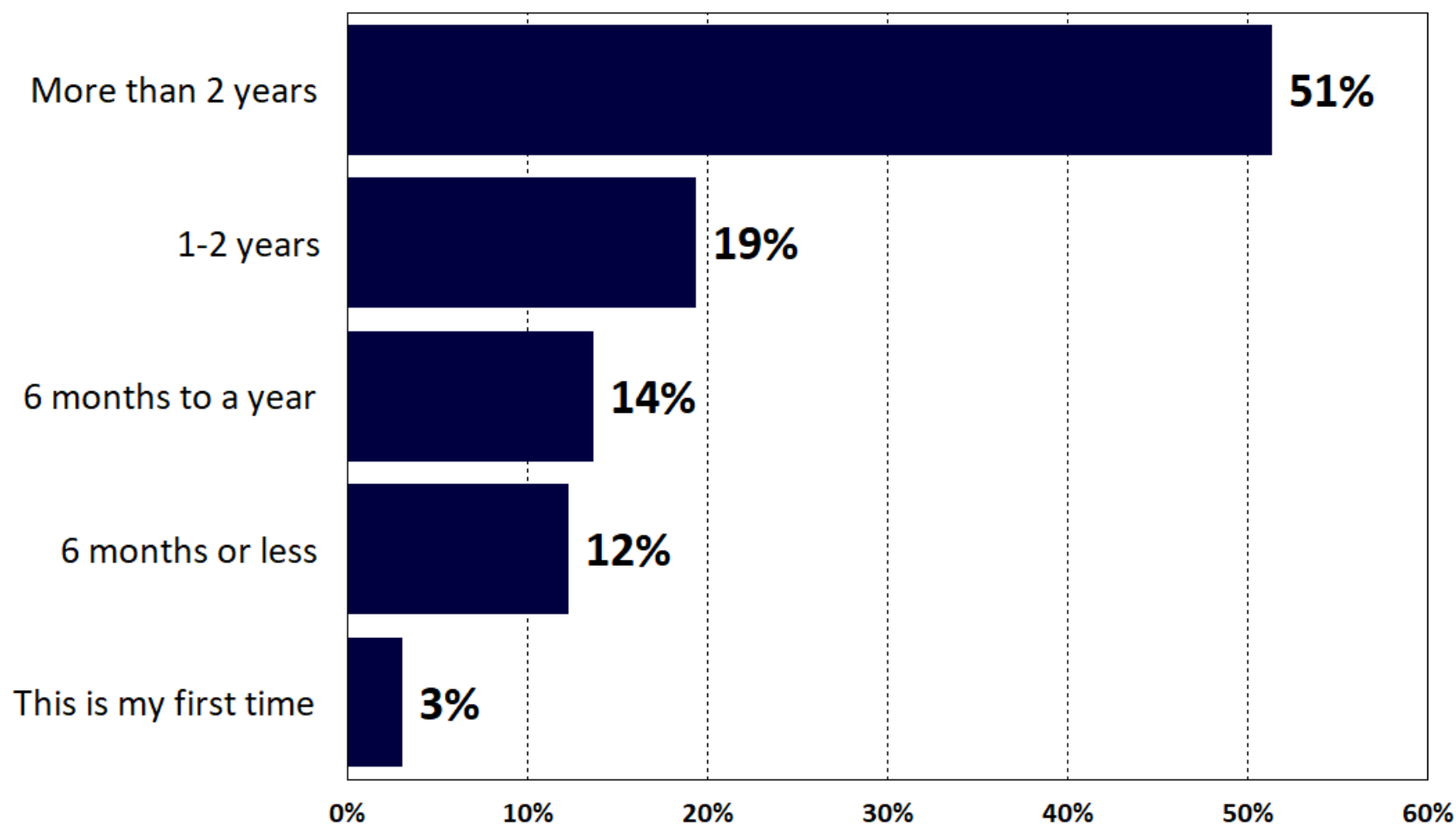
# Q1. How often do you usually ride EMBARK?

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



## Q2. How long have you been riding transit in the OKC area?

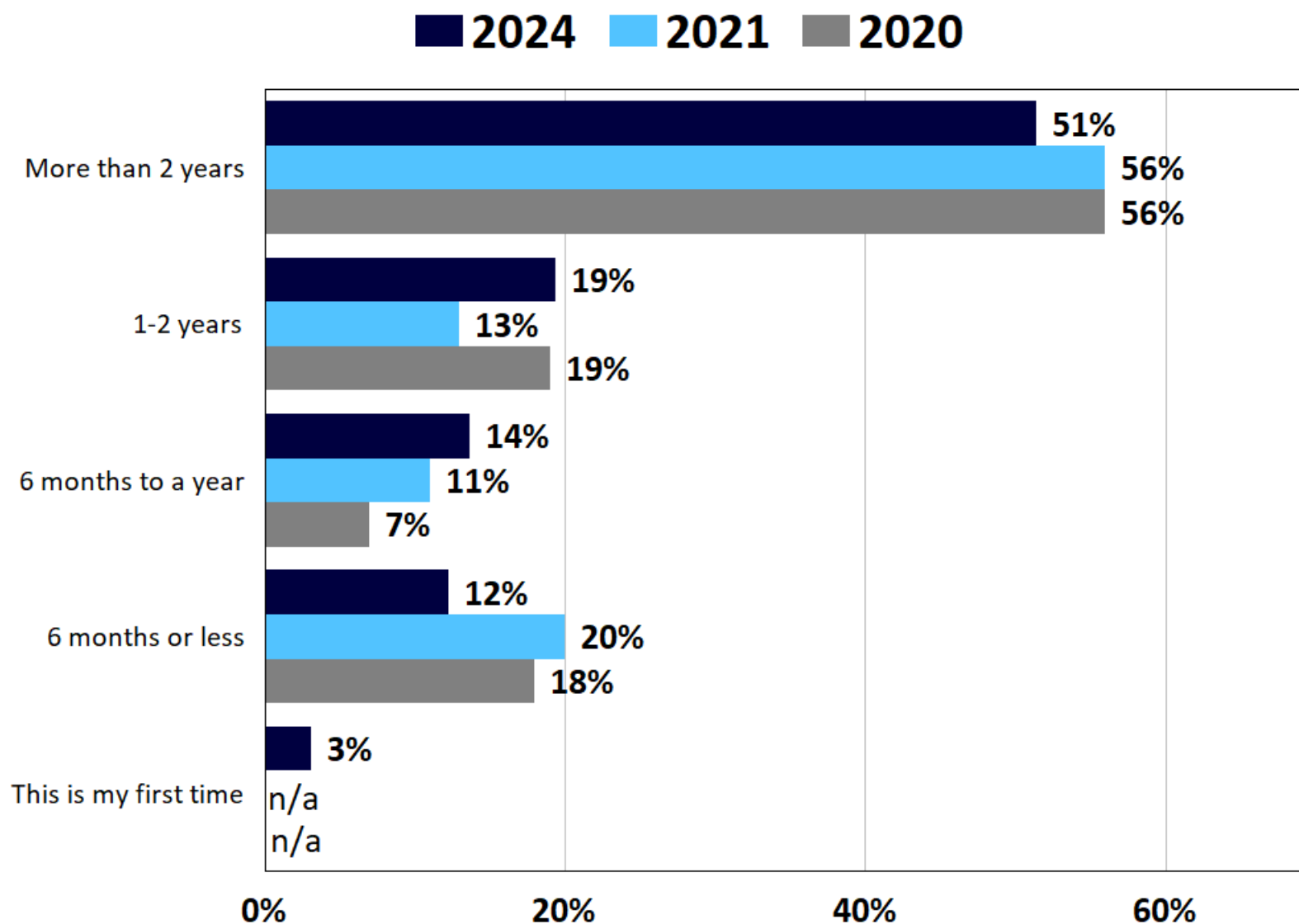
by percentage of riders (excluding “don’t know” responses)



**Trends**  
2024  
v.  
2020 &  
2021

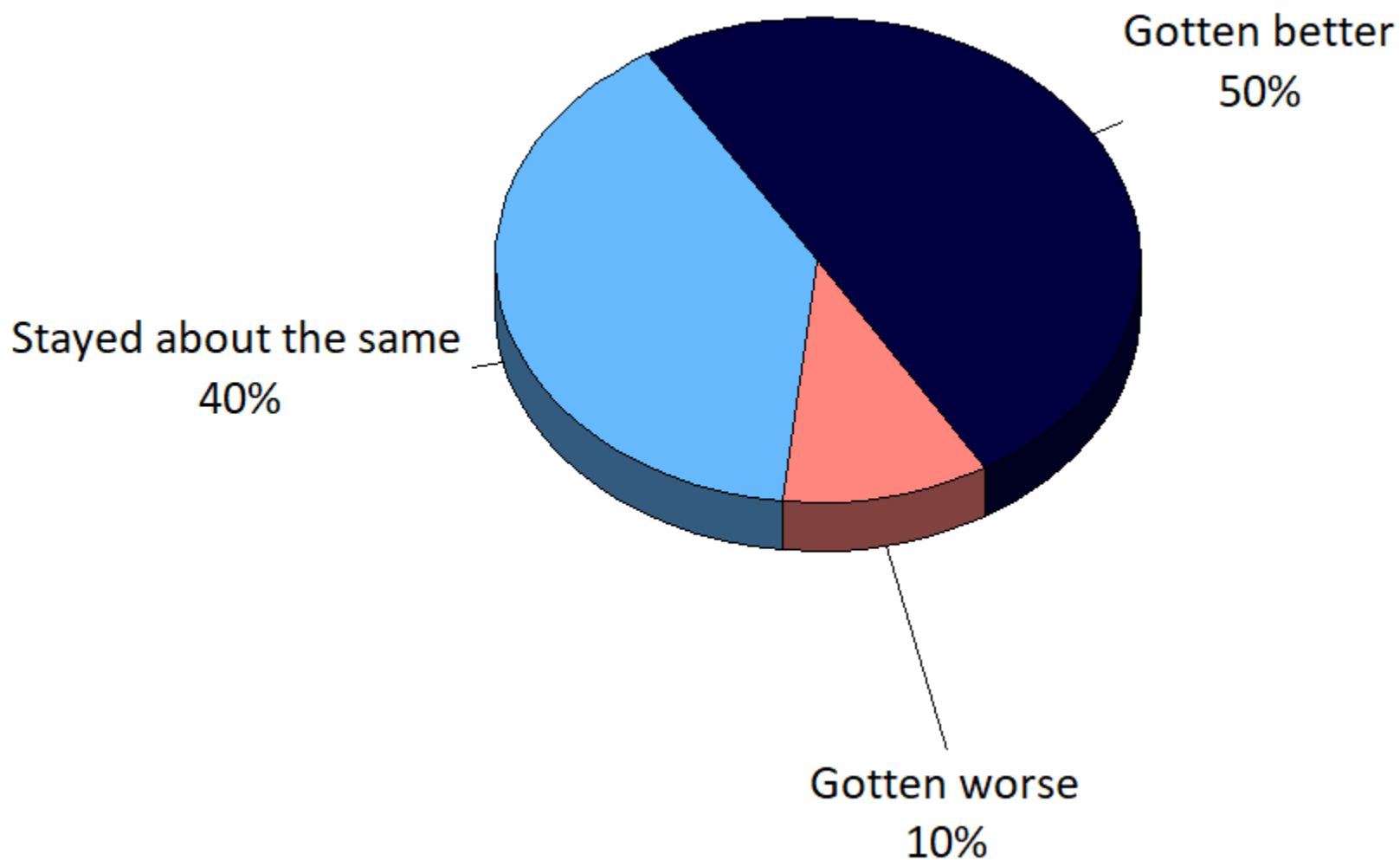
## Q2. How long have you been riding transit in the OKC area?

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



### Q3. In the past year, has EMBARK overall...

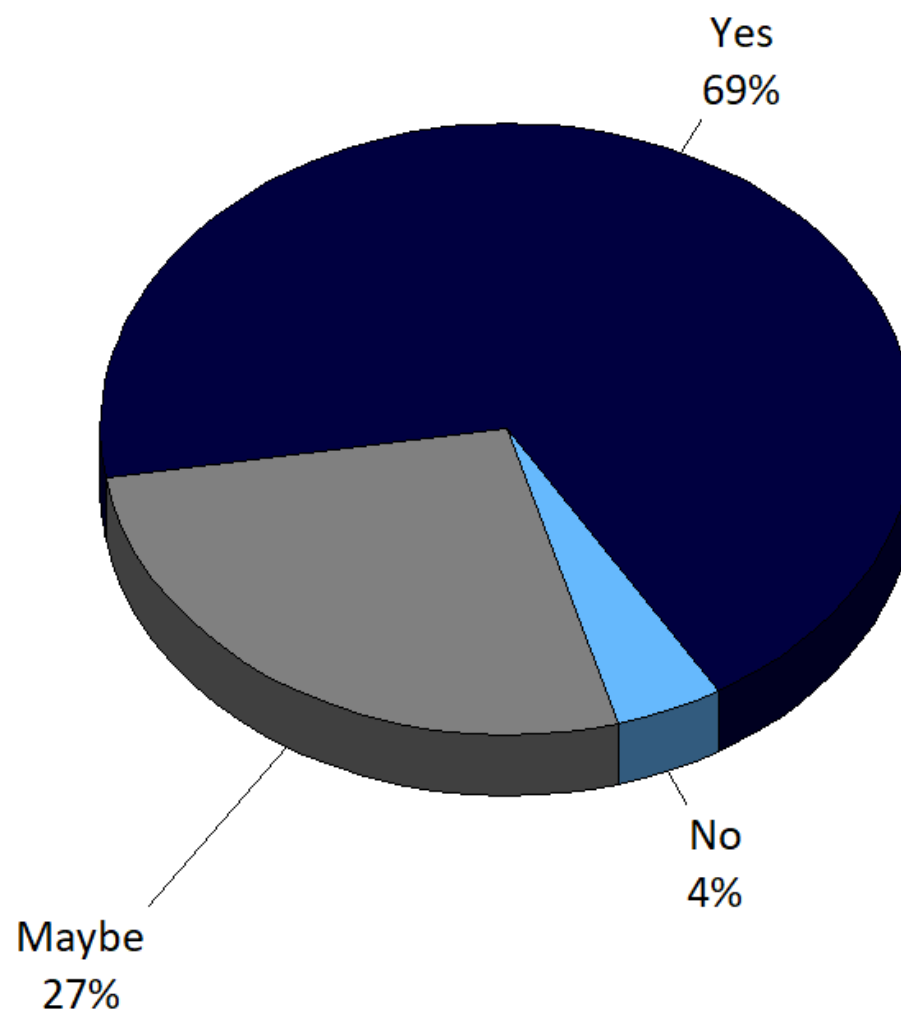
by percentage of riders (excluding "not provided" responses)





## Q4. Will you still use EMBARK one year from now?

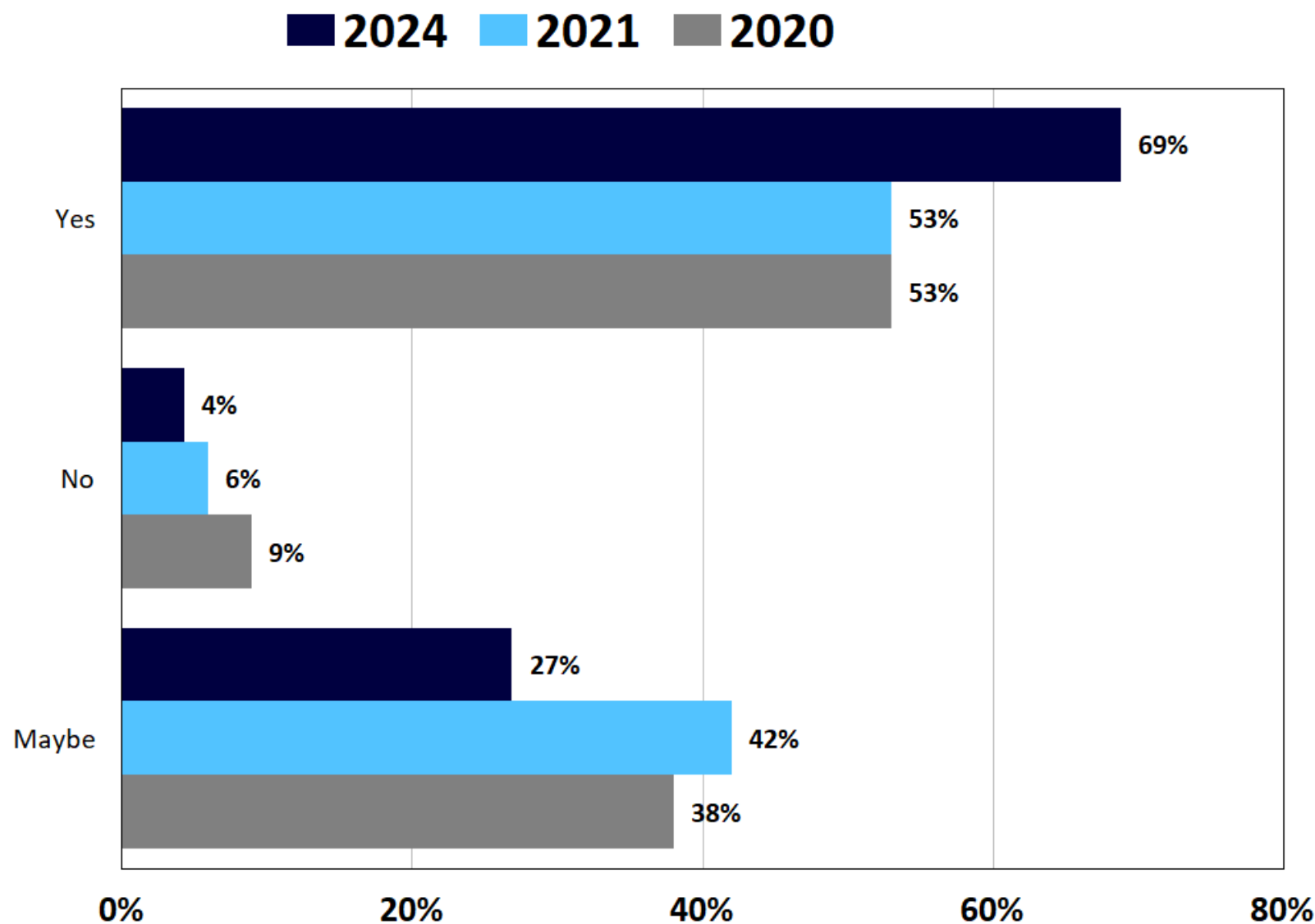
by percentage of riders (excluding "not provided" responses)



**Trends****2024  
v.  
2020 &  
2021**

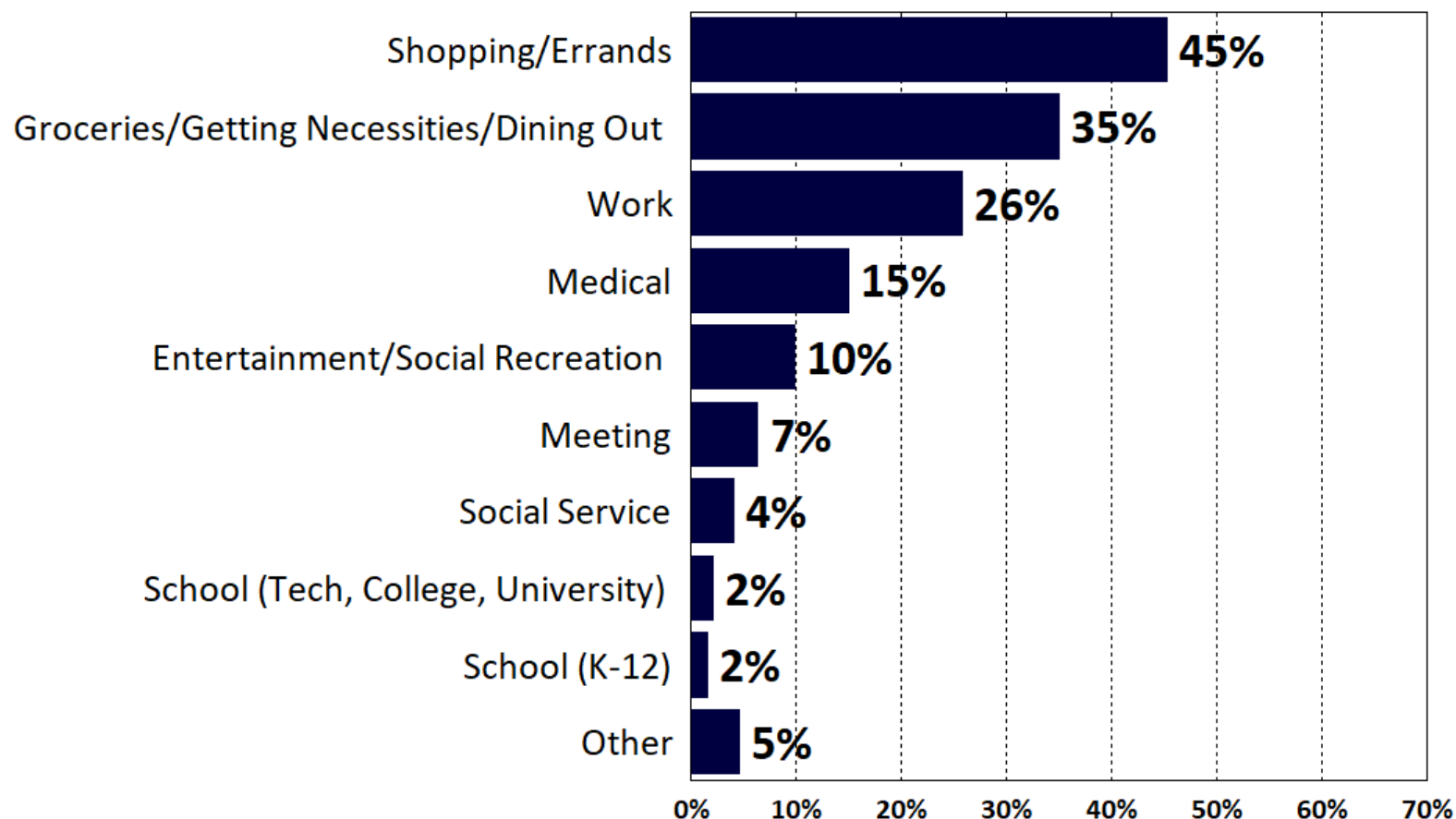
## Q4. Will you still use EMBARK one year from now?

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



## Q5. What primary purposes do you ride EMBARK most frequently?

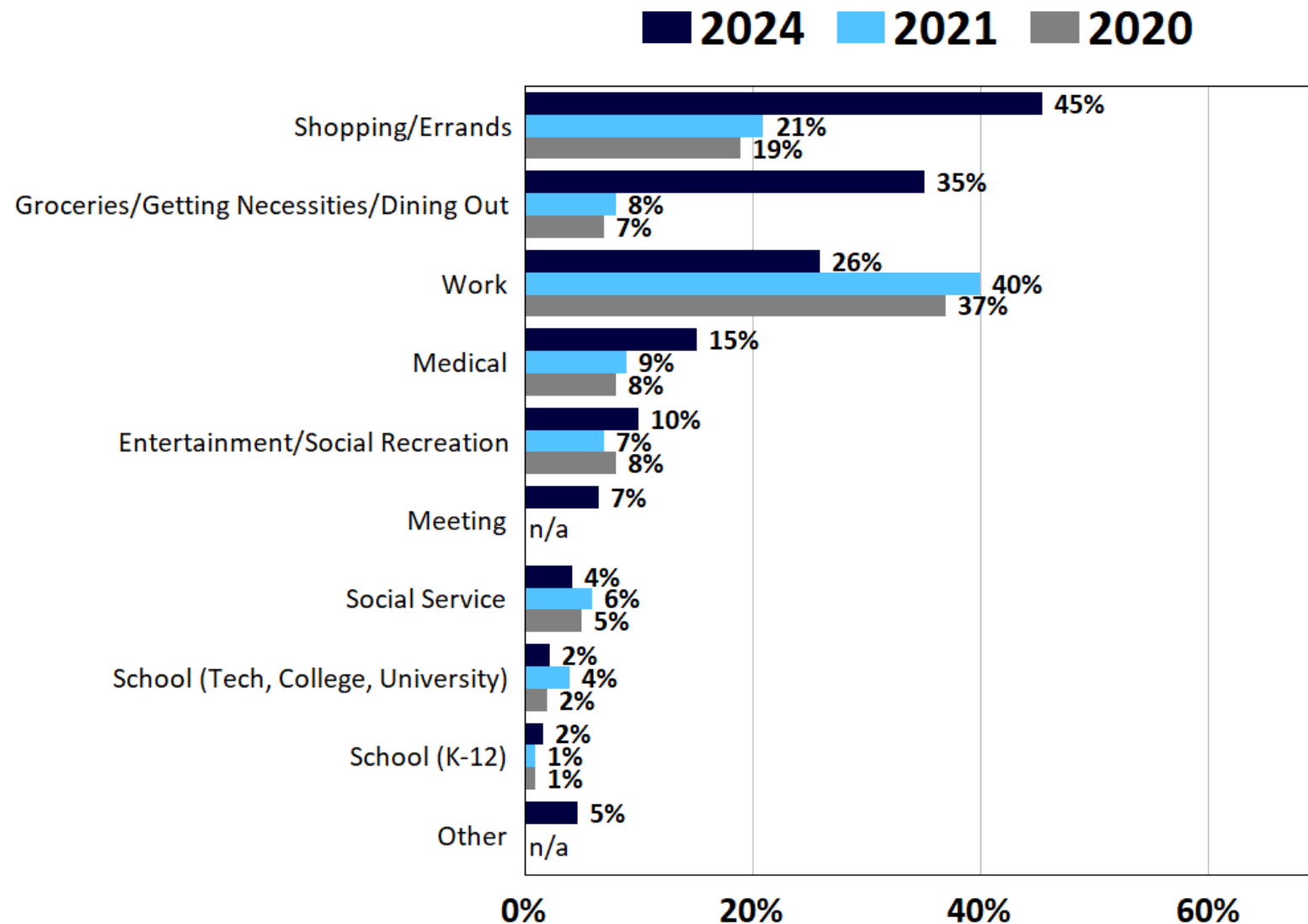
by percentage of riders



**Trends**  
2024  
v.  
2020 &  
2021

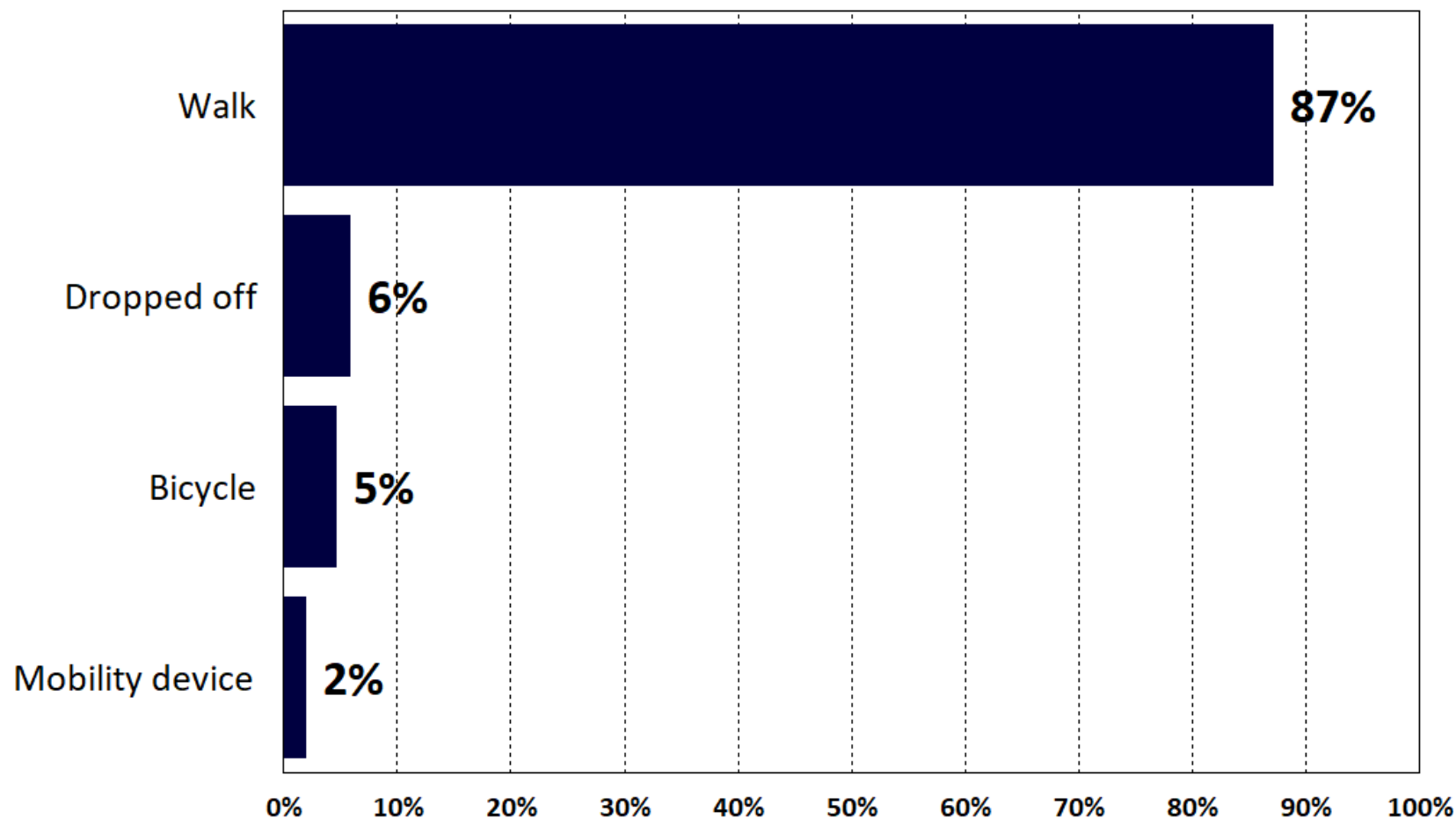
## Q5. What primary purposes do you ride EMBARK most frequently?

by percentage of riders



## Q6. How did you get to the nearest EMBARK bus stop today?

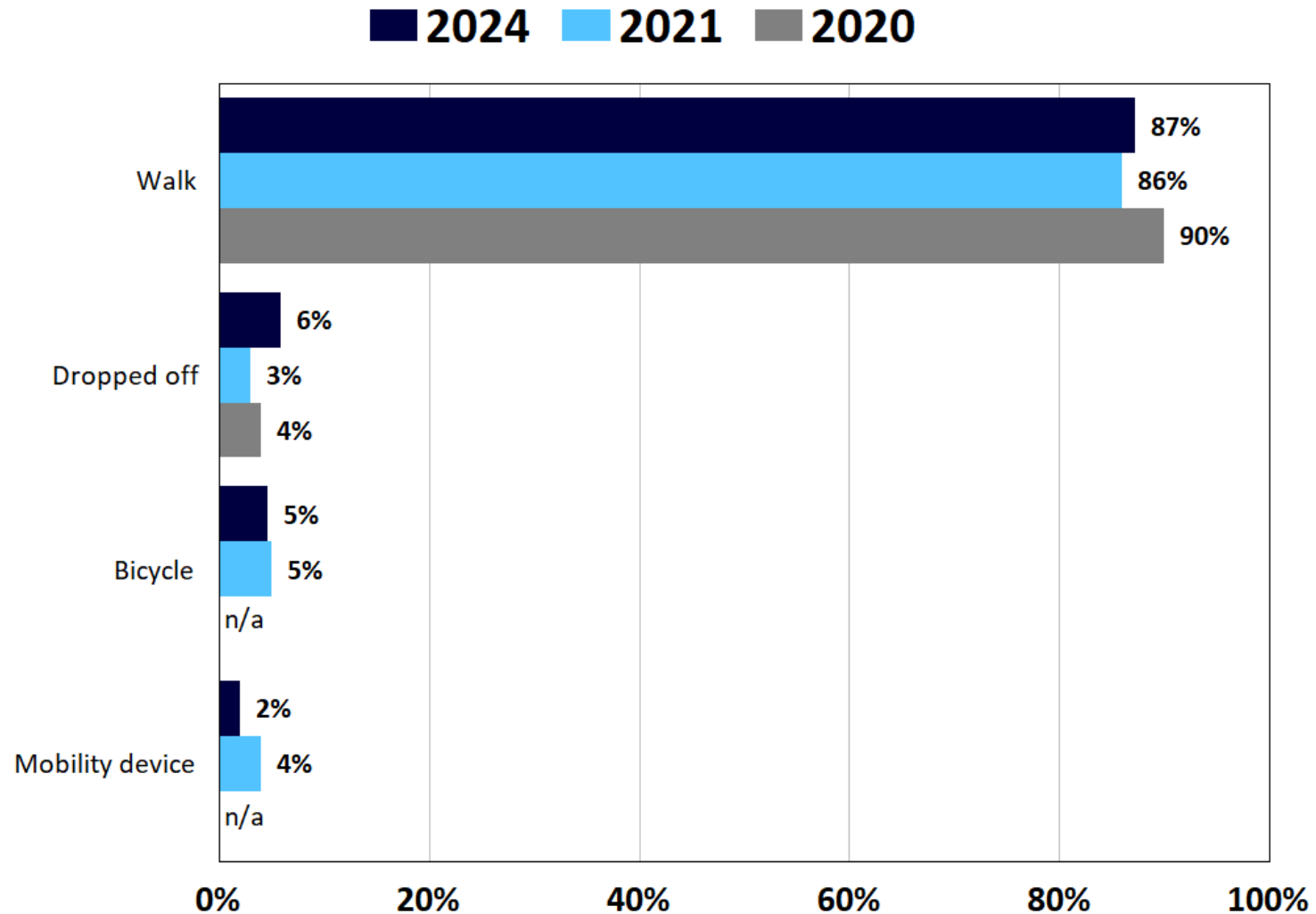
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2020 &  
2021

## Q6. How did you get to the nearest EMBARK bus stop today?

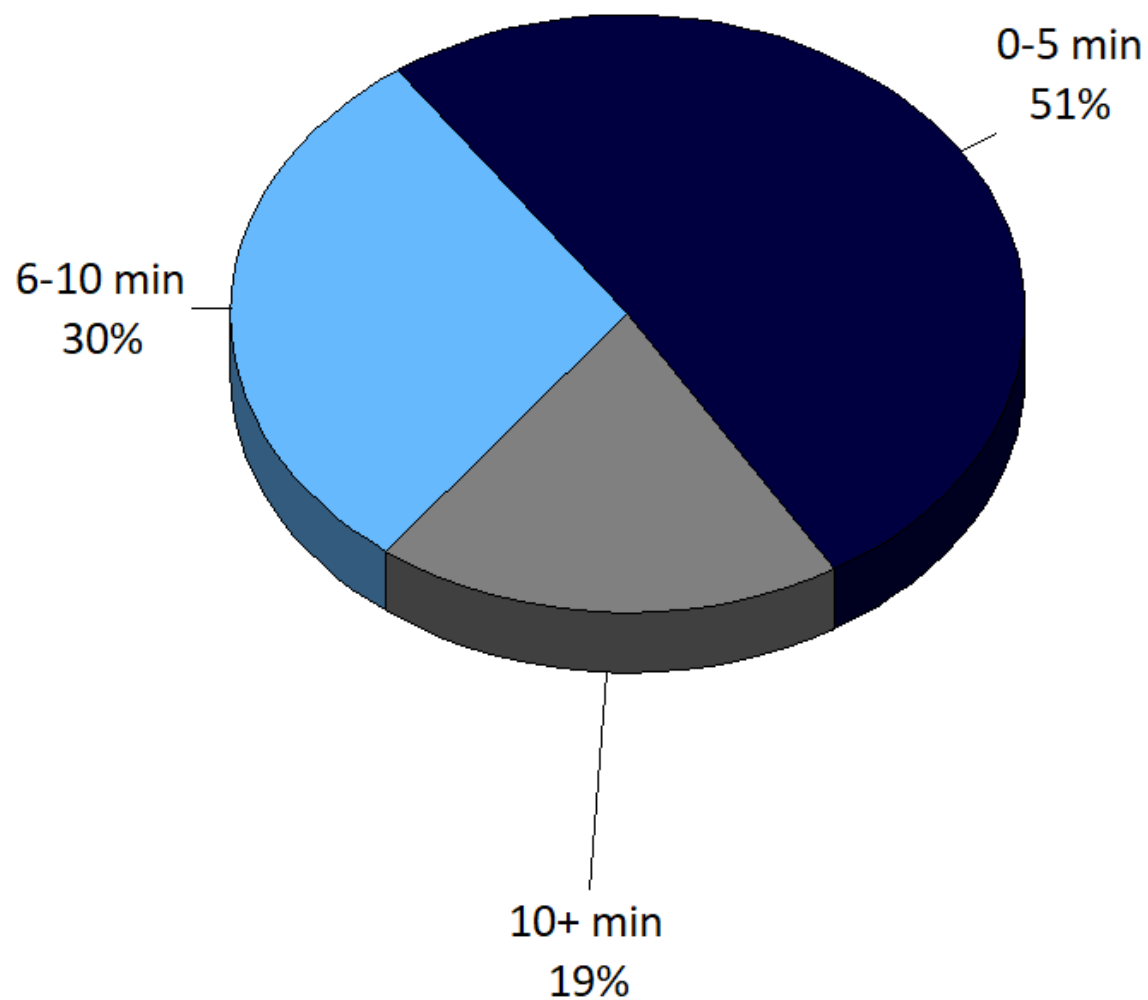
by percentage of riders (excluding “not provided” responses)





## Q6a. (If walked) How many minutes did you walk?

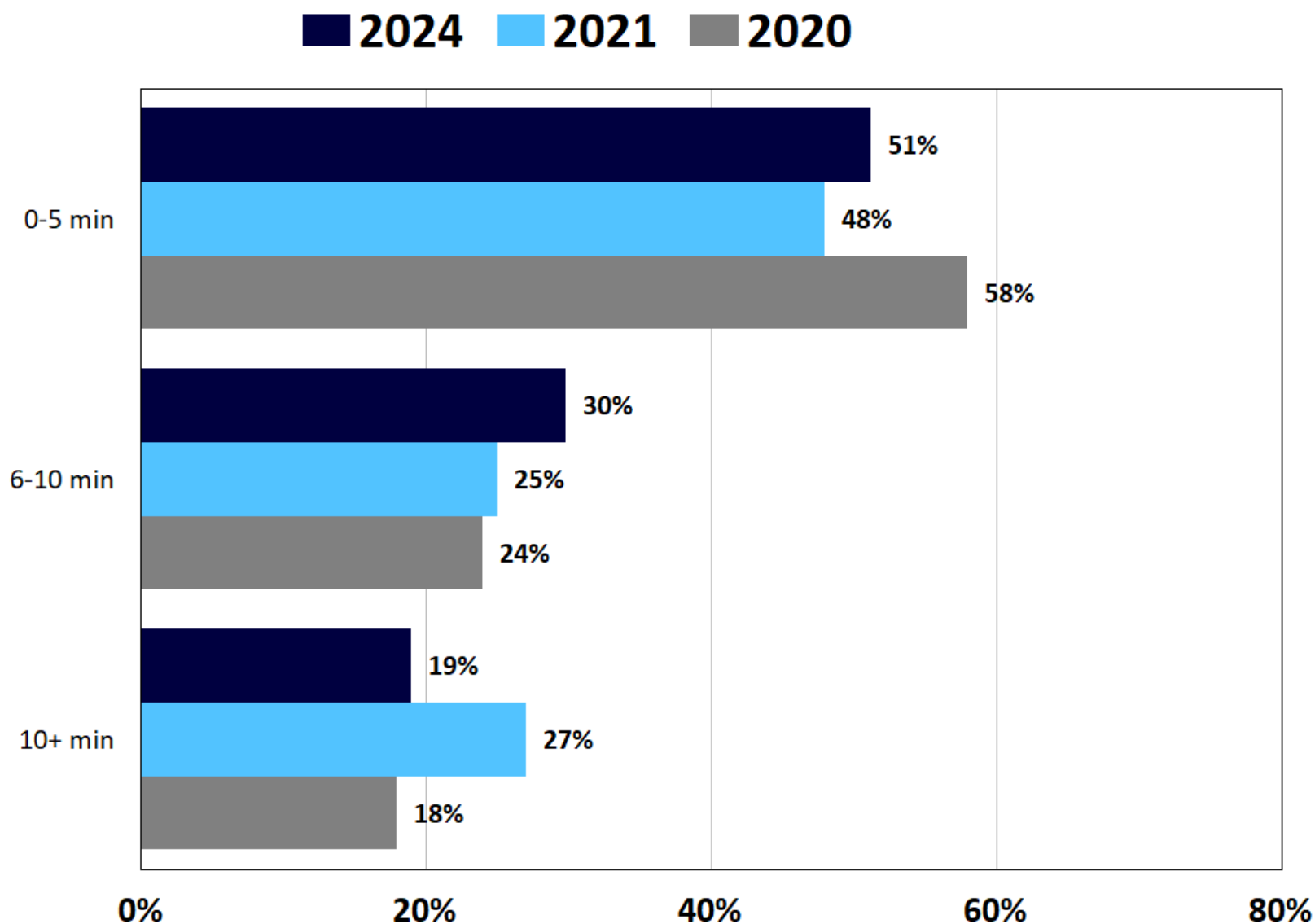
by percentage of riders (excluding “not provided” responses)



**Trends****2024  
v.  
2020 &  
2021**

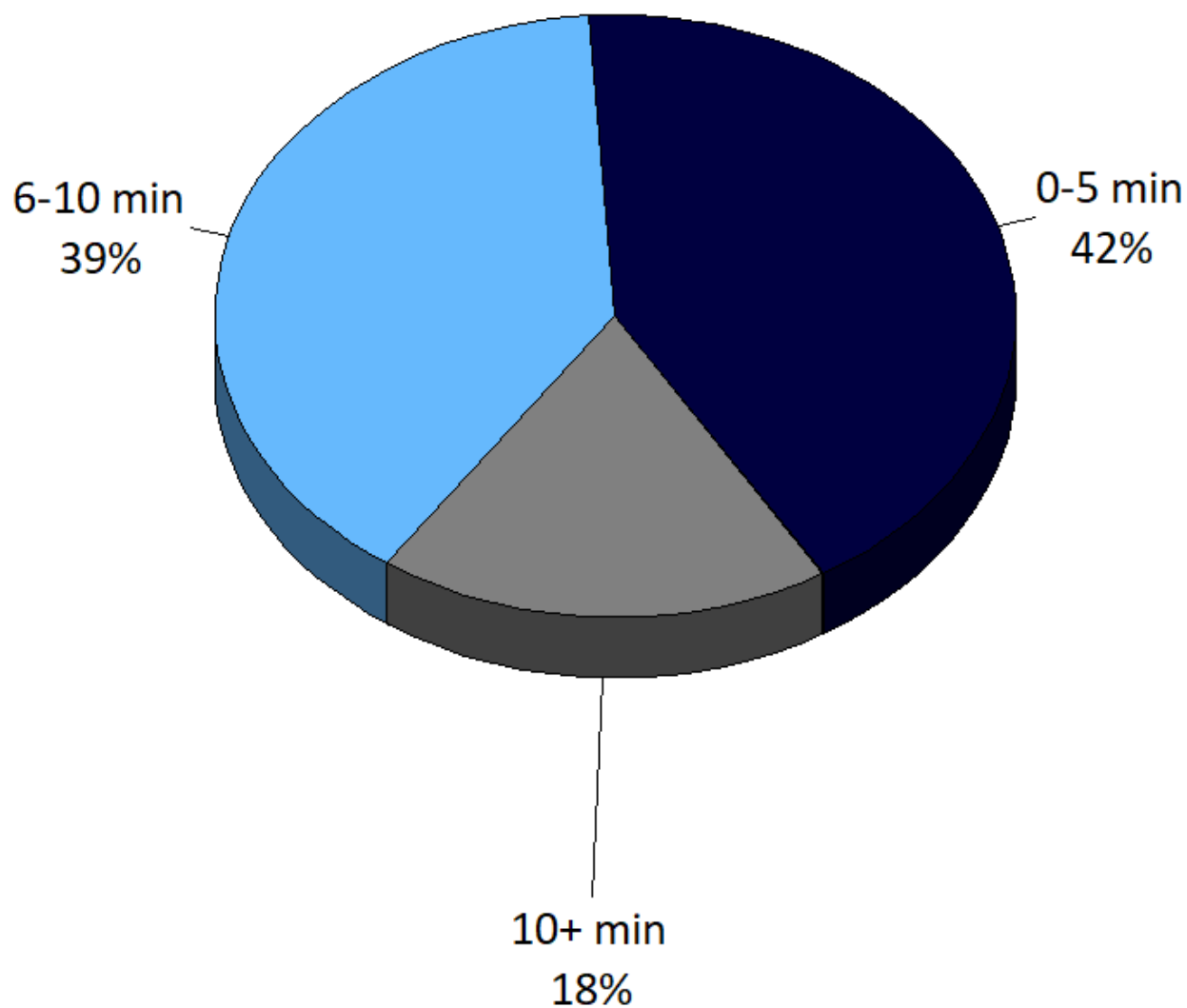
# Q6a. (If walked) How many minutes did you walk?

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



## Q6b. (If biked) How many minutes did you bike?

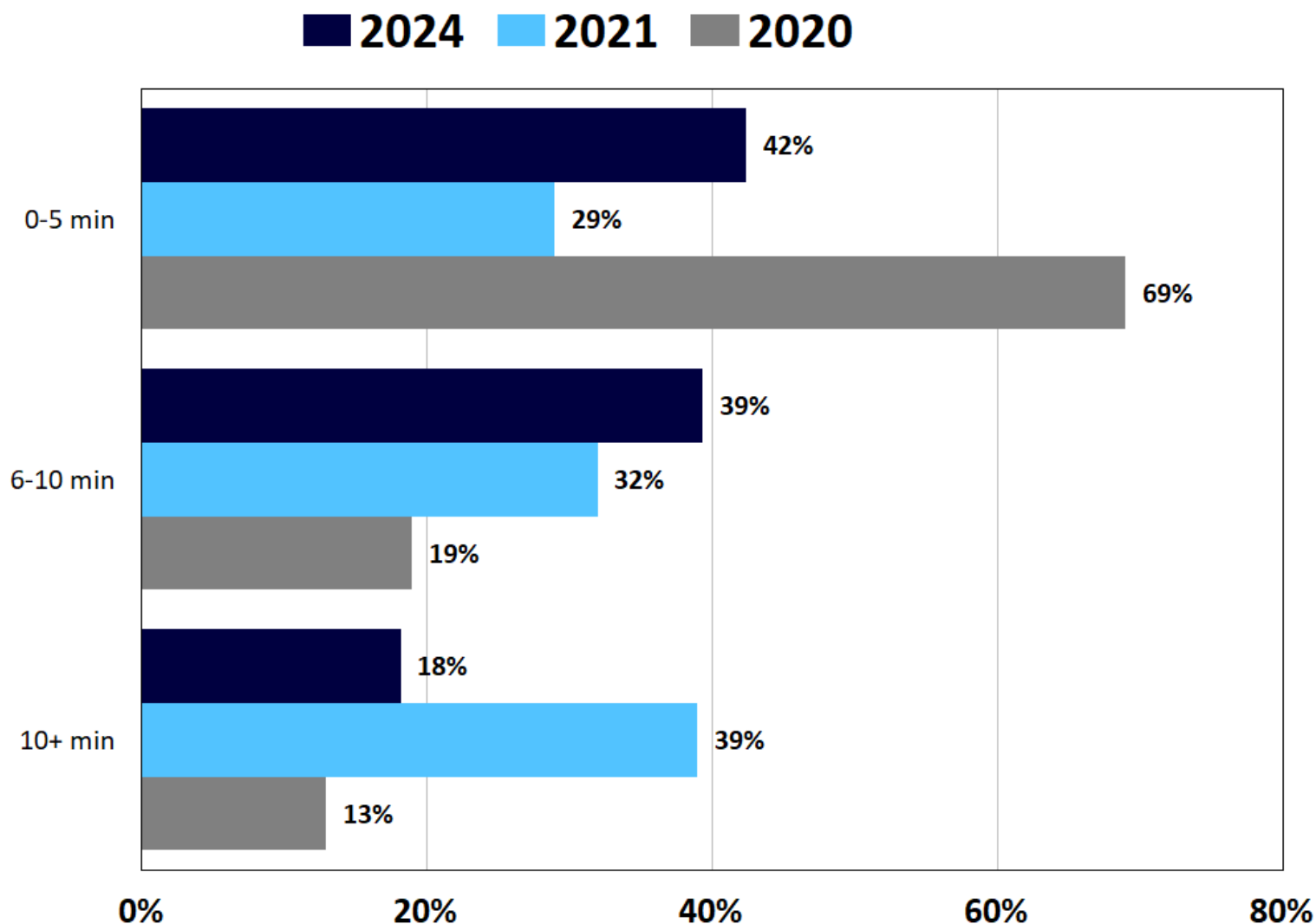
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2020 &  
2021

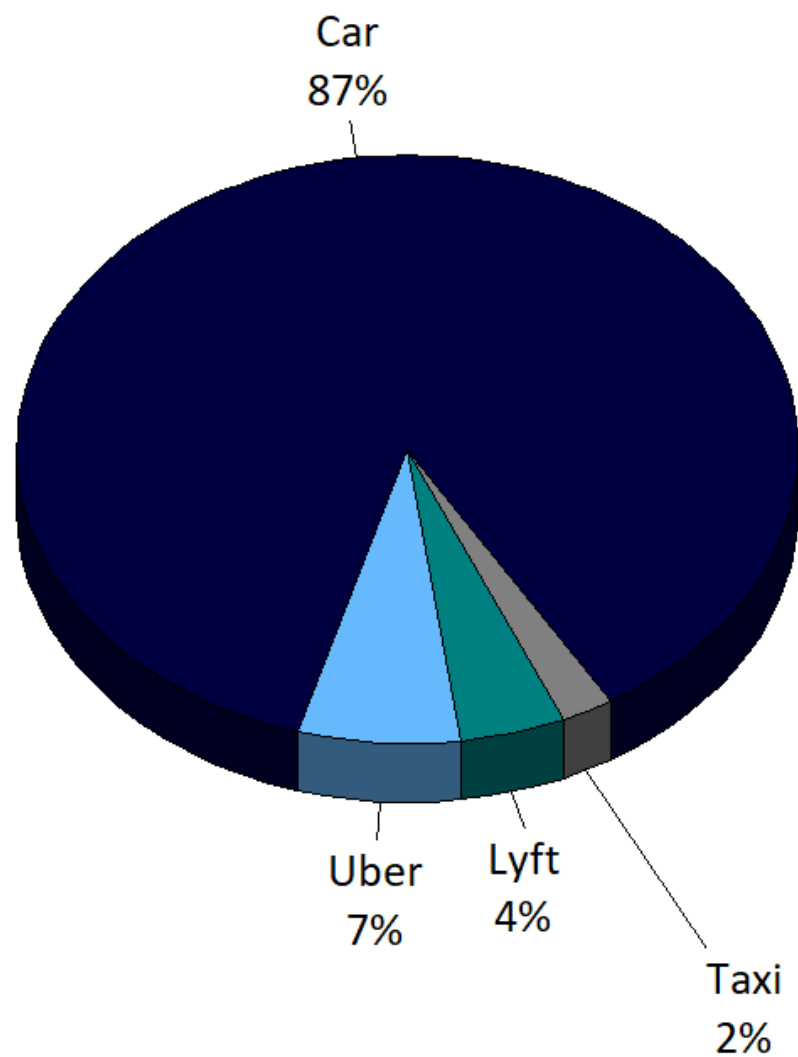
## Q6b. (If biked) How many minutes did you bike?

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



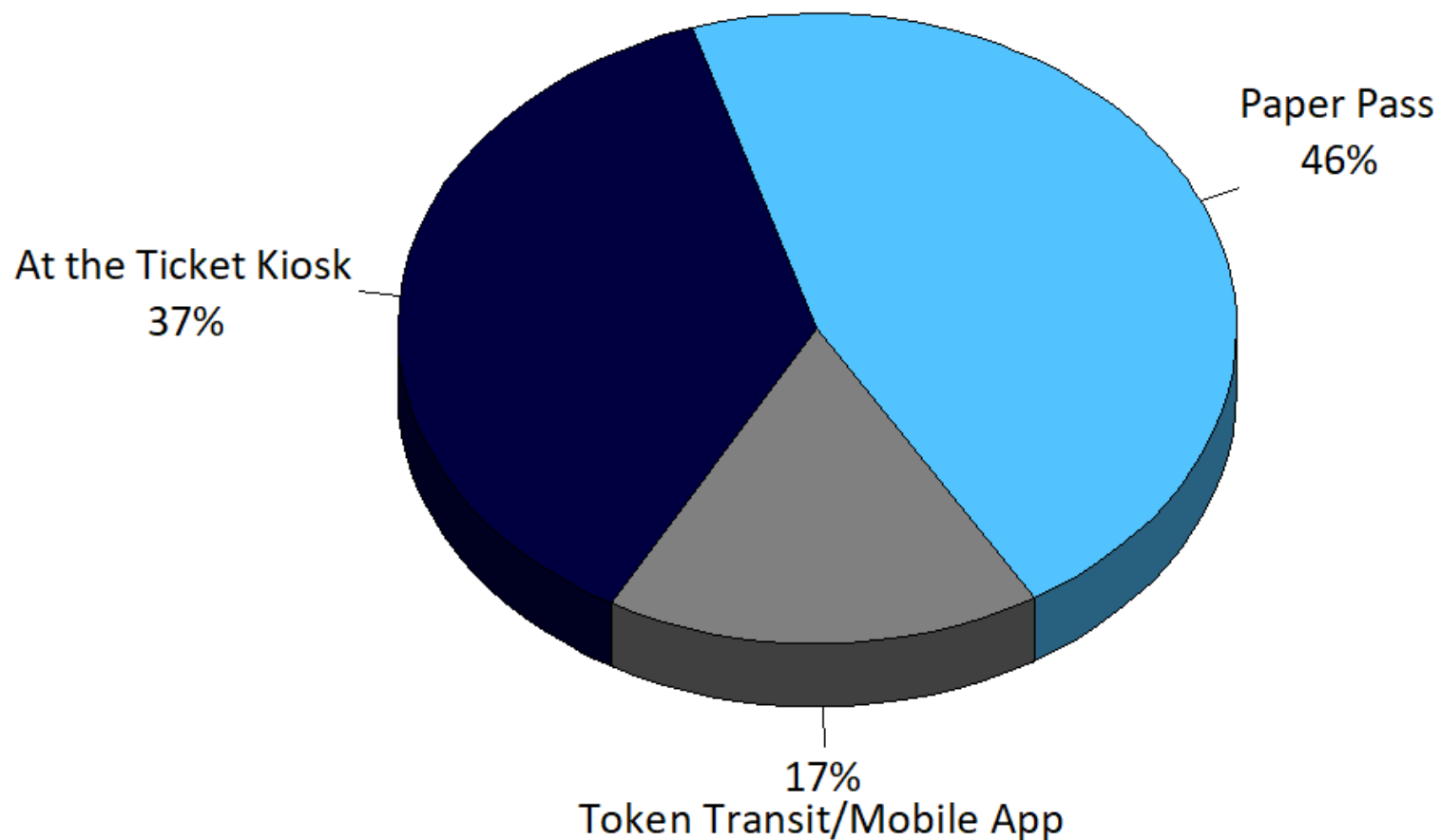
## Q6d. How were you dropped off?

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



## Q7. How did you pay your EMBARK fare today?

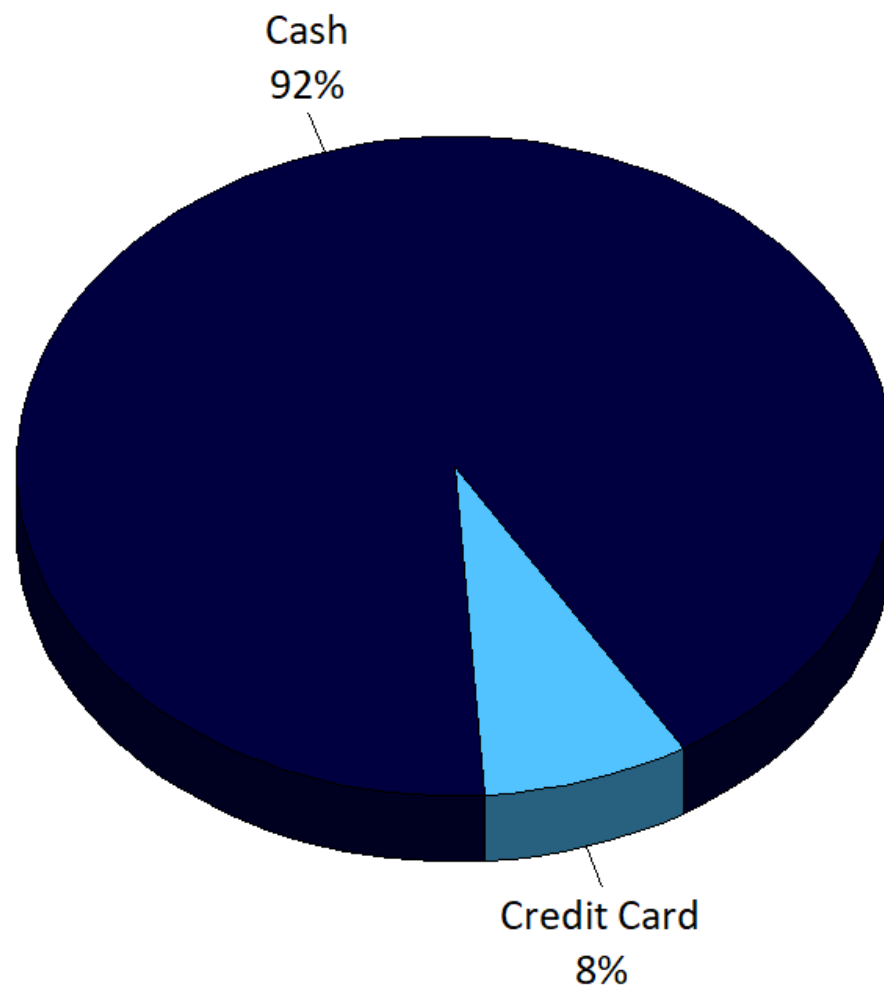
by percentage of riders (excluding “not provided” responses)





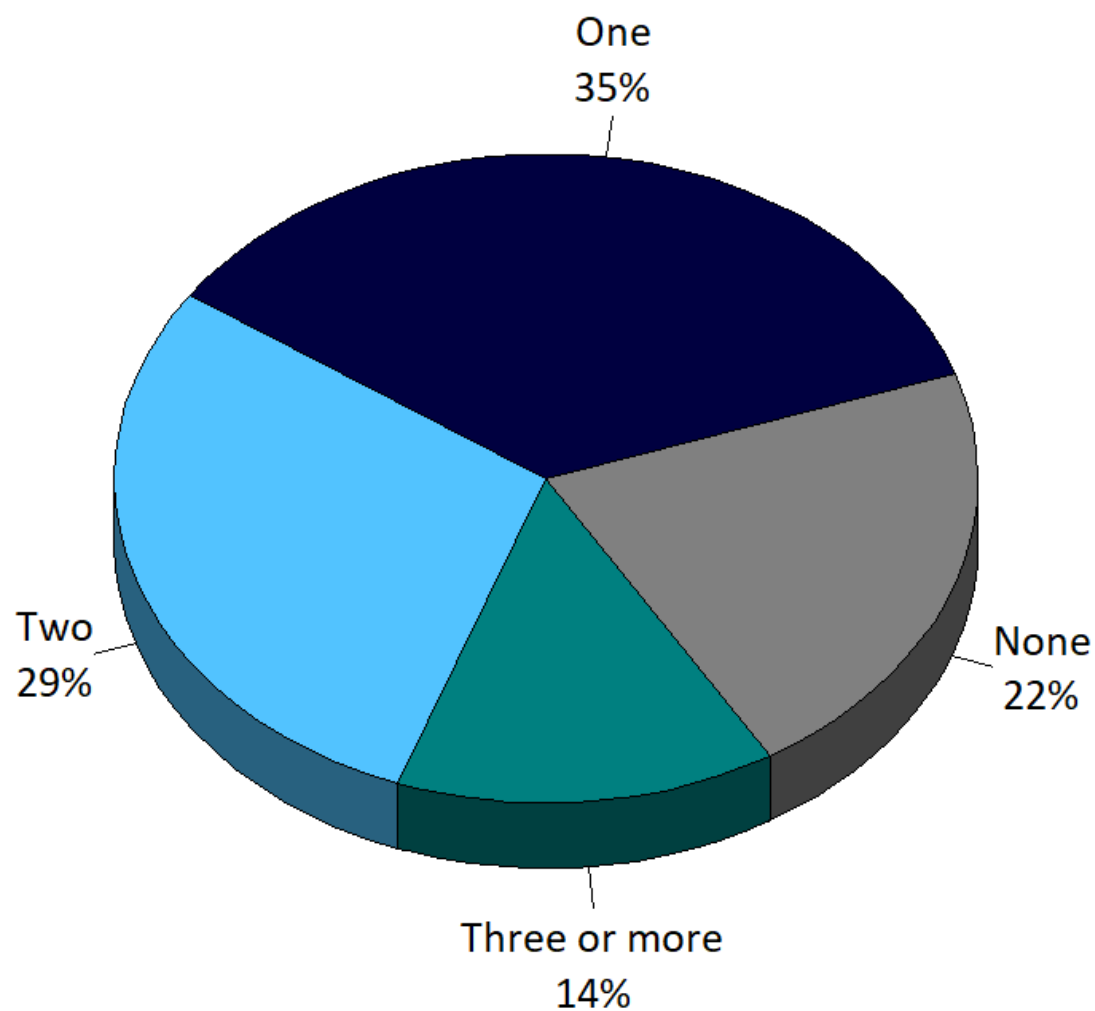
## Q7a. How did you pay at the Kiosk?

by percentage of riders who paid at the Kiosk (excluding “not provided” responses)



## Q8. How many transfers will you make to reach your destination?

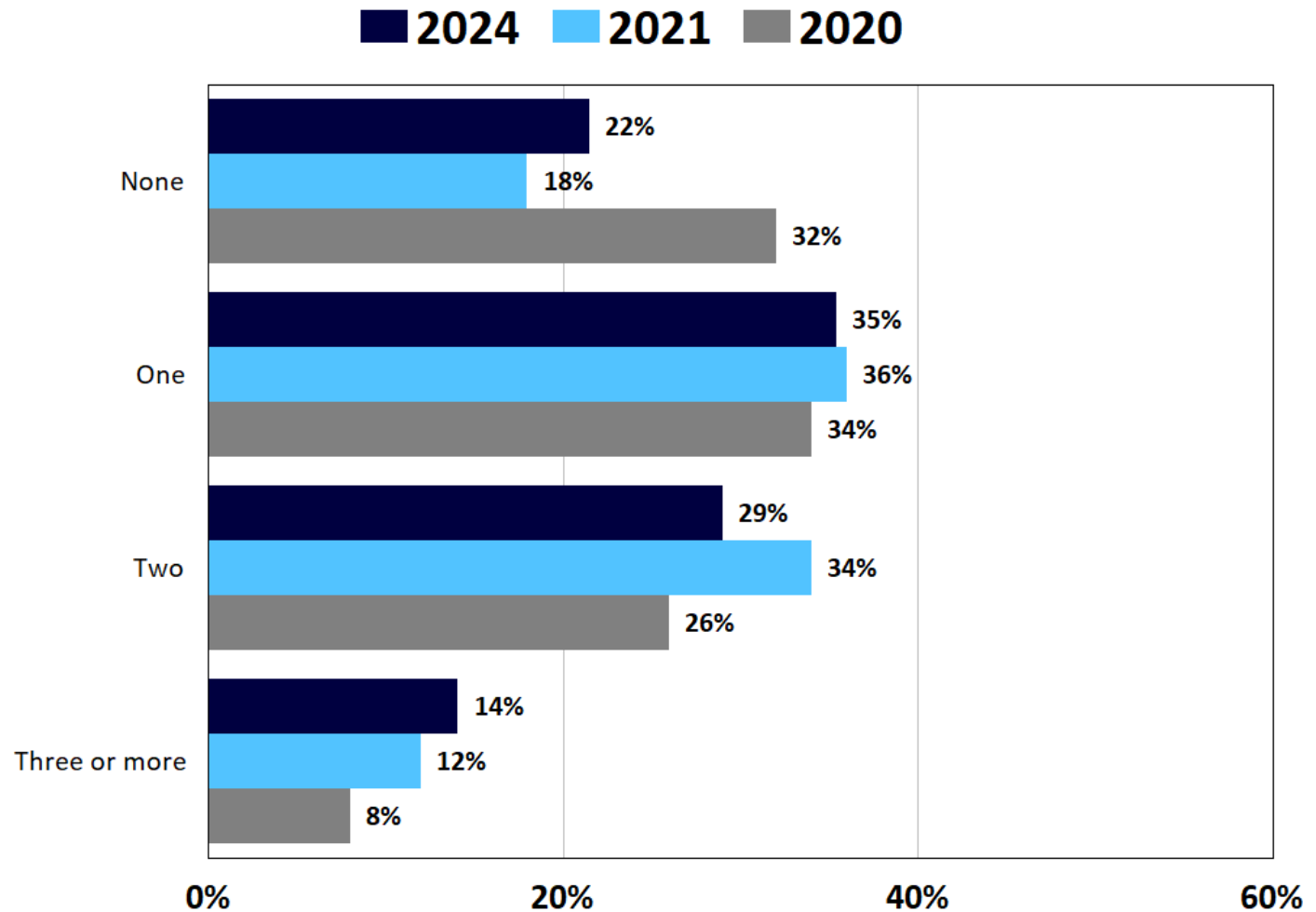
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2020 &  
2021

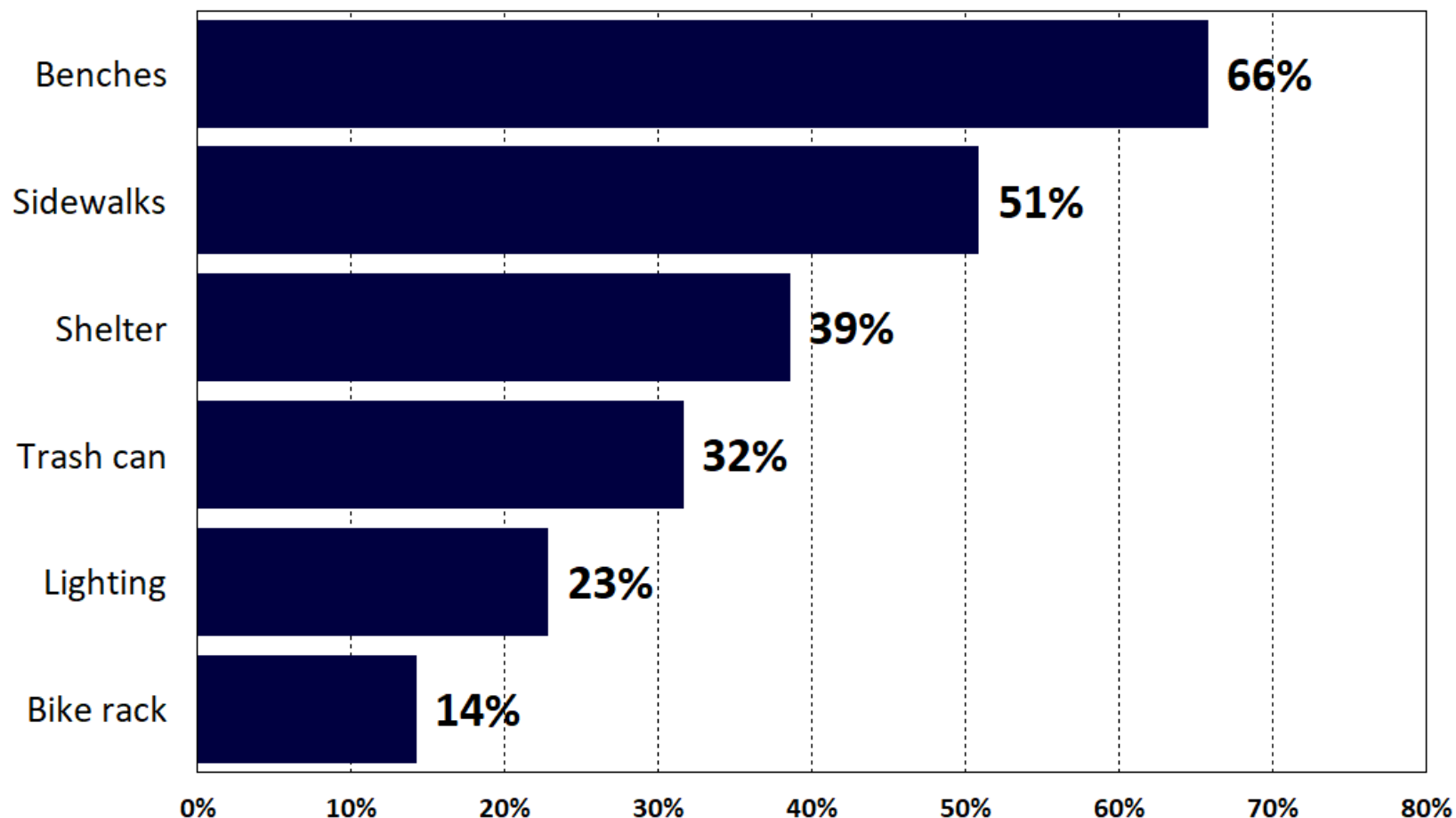
## Q8. How many transfers will you make to reach your destination?

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



## Q9. Does your primary boarding stop have any of the following amenities?

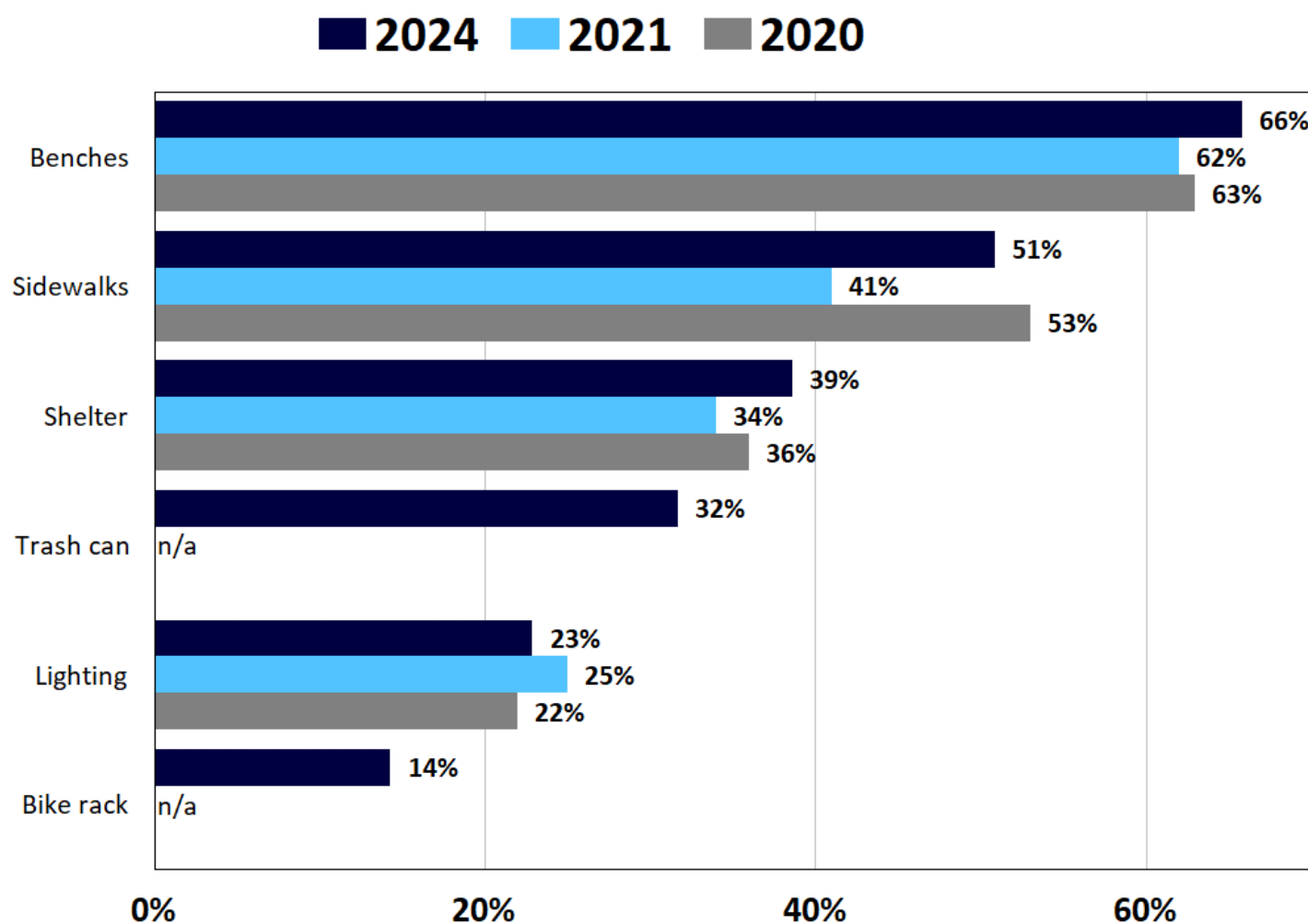
by percentage of riders (multiple items could be selected)



**Trends**  
2024  
v.  
2020 &  
2021

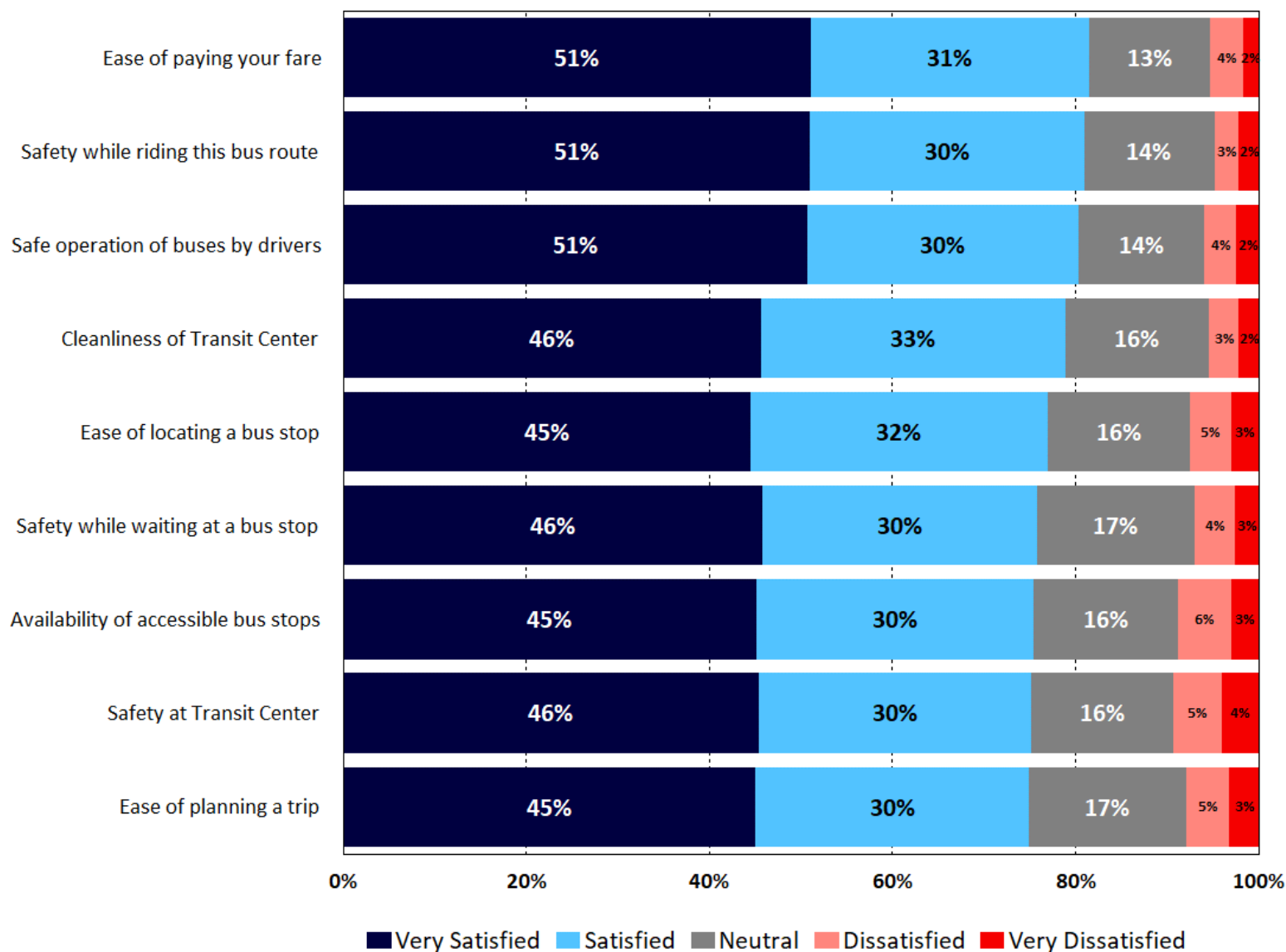
## Q9. Does your primary boarding stop have any of the following amenities?

by percentage of riders (multiple items could be selected)



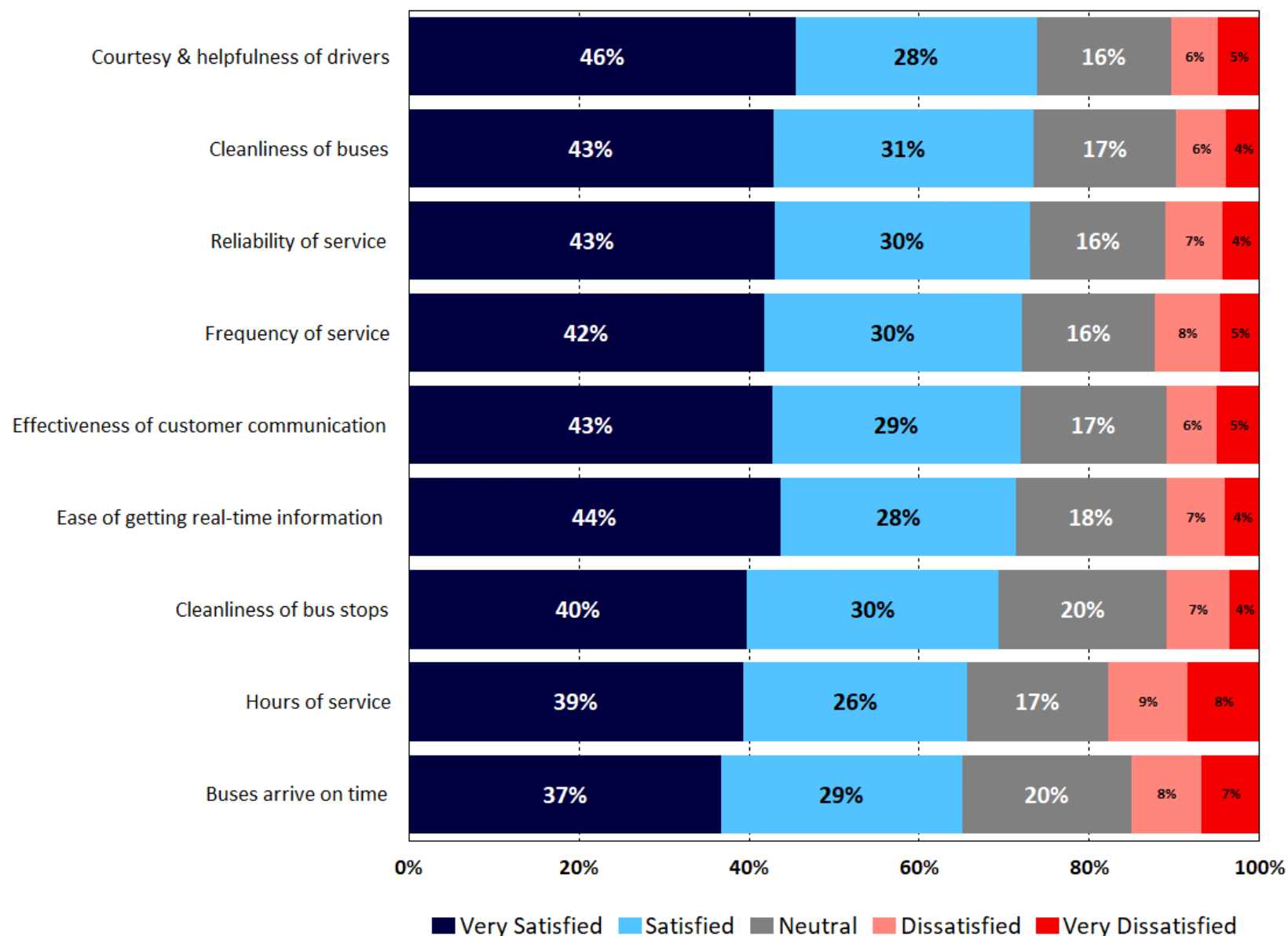
## Q10. Level of Satisfaction with Various Bus Services

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



# Q10. Level of Satisfaction with Various Bus Services (Cont.)

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

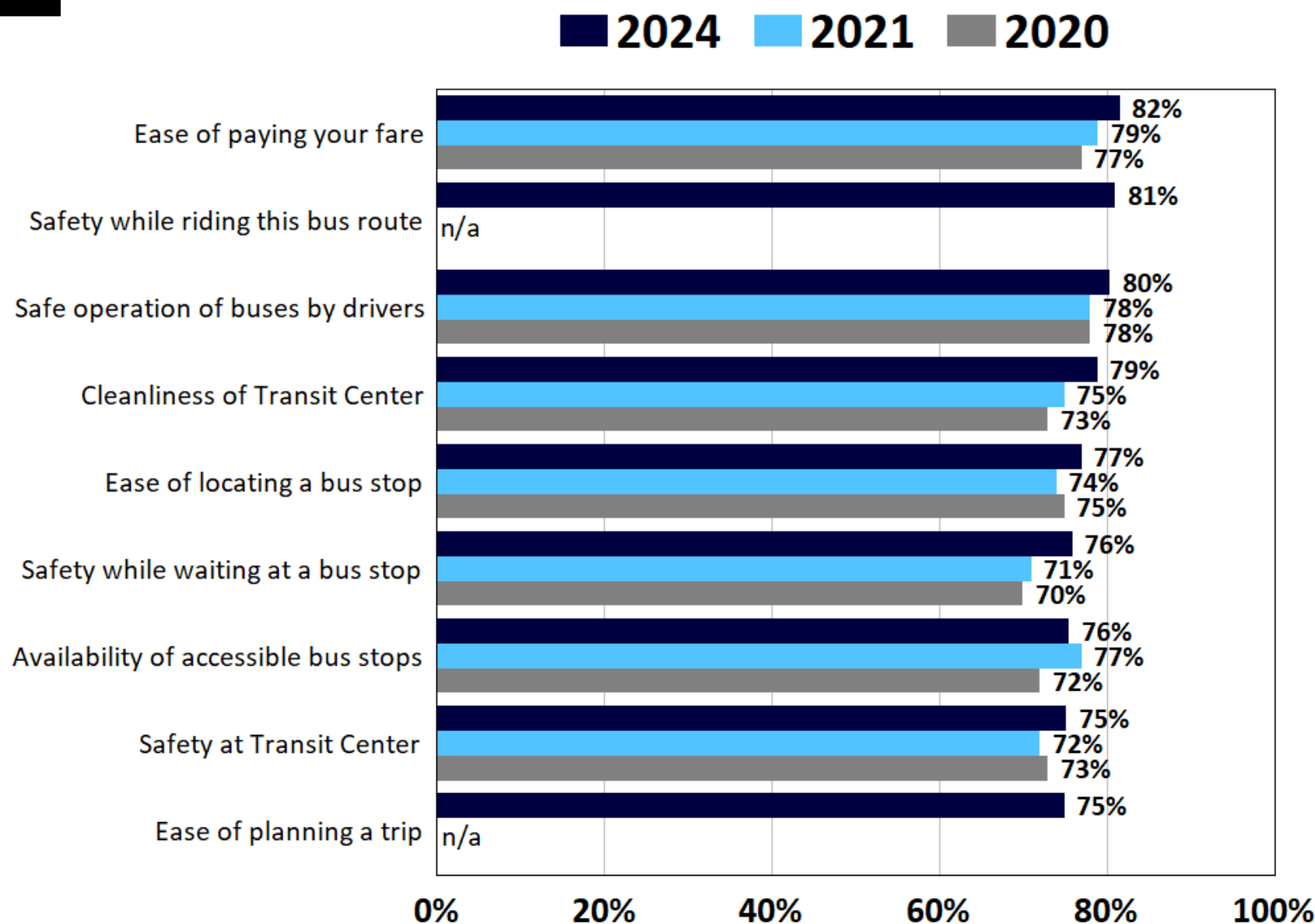


**Trends**

**2024**  
v.  
**2020 &**  
**2021**

## Q10. Level of Satisfaction with Various Bus Services

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

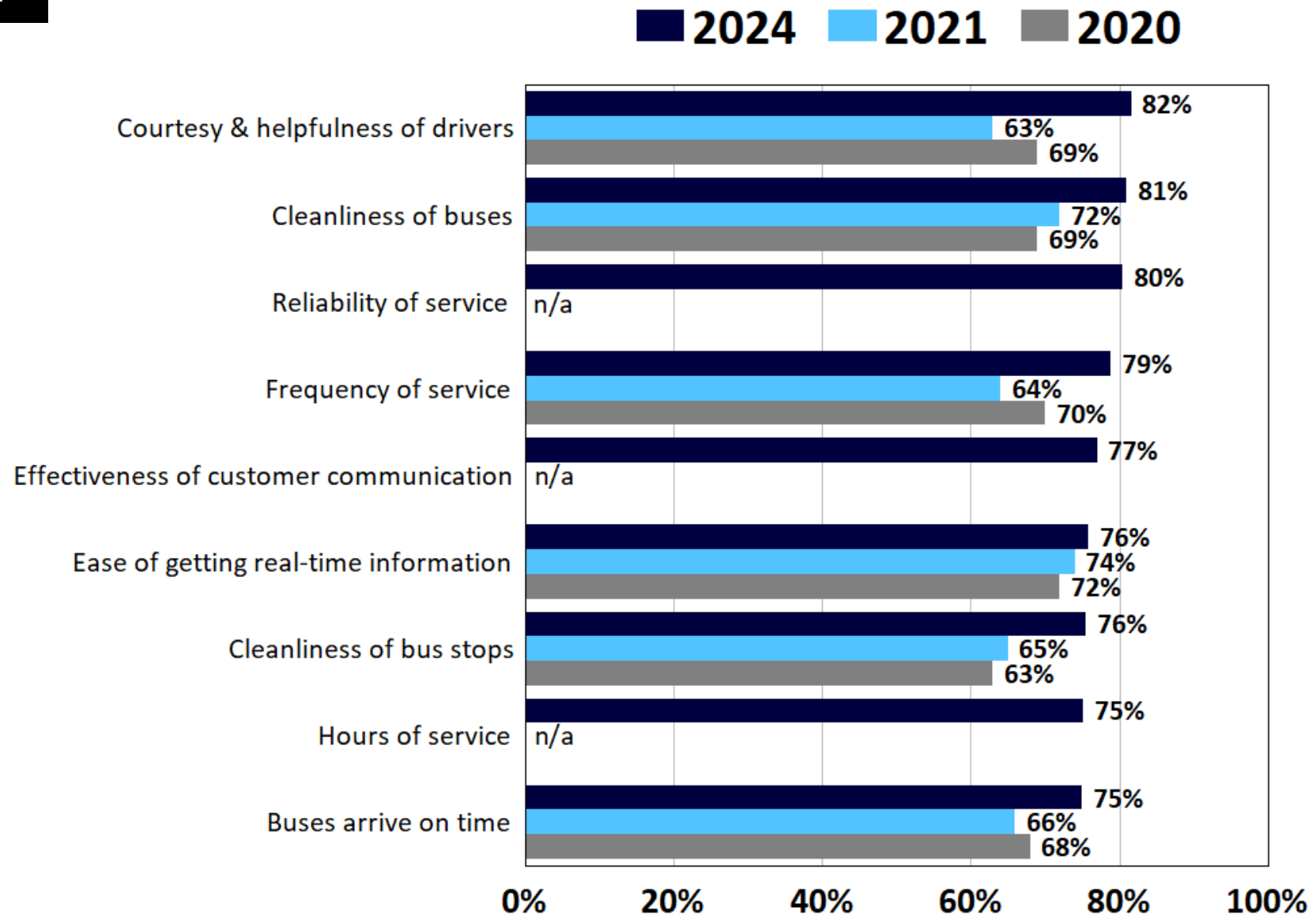




**Trends**  
2024  
v.  
2020 &  
2021

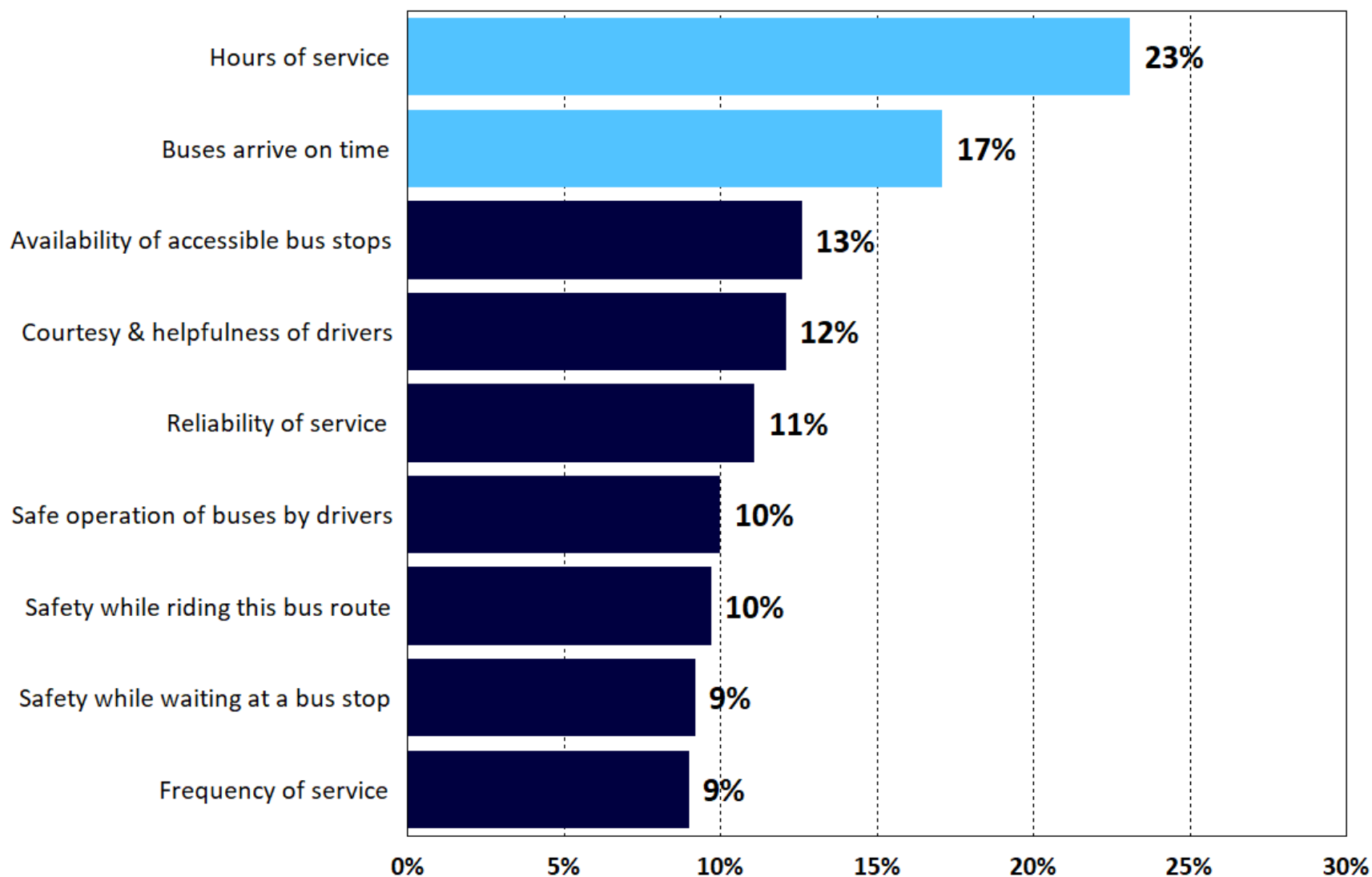
## Q10. Level of Satisfaction with Various Bus Services (Cont.)

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



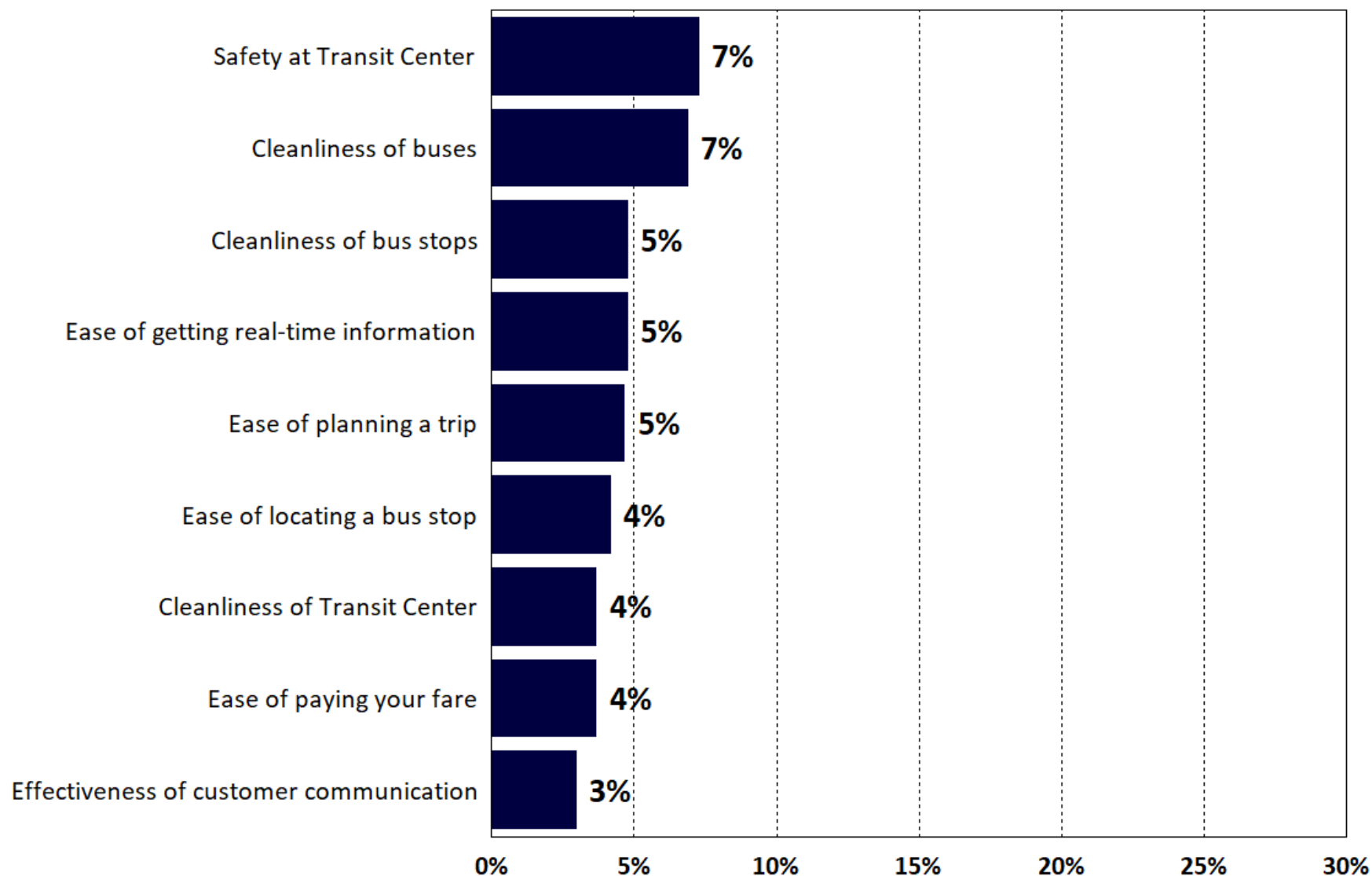
## Q10a. Bus Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices



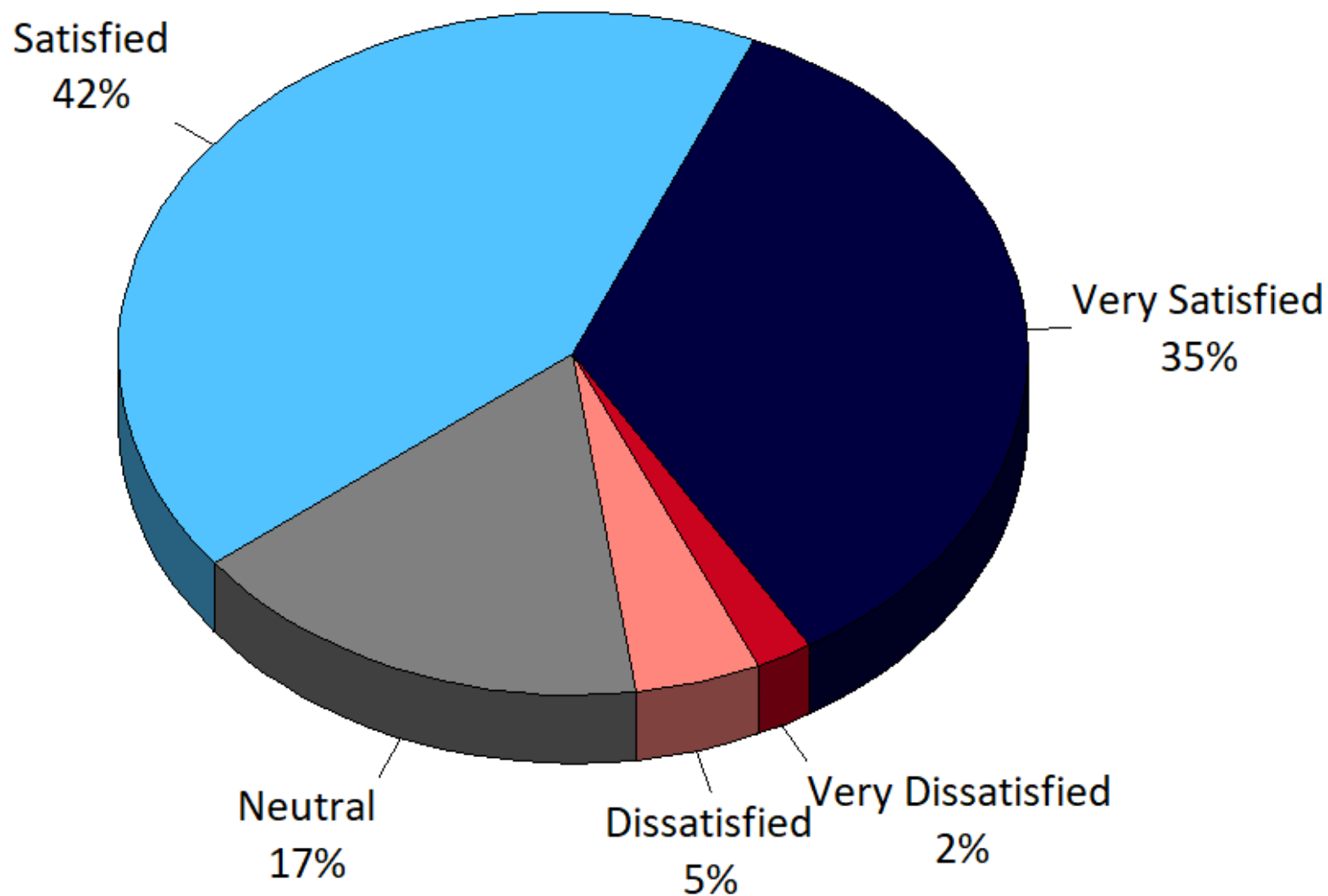
## Q10a. Bus Service Items That Are Most Important to Riders (Cont.)

by sum percentage of respondents top three choices



## Q11. Overall, how satisfied are you with EMBARK service?

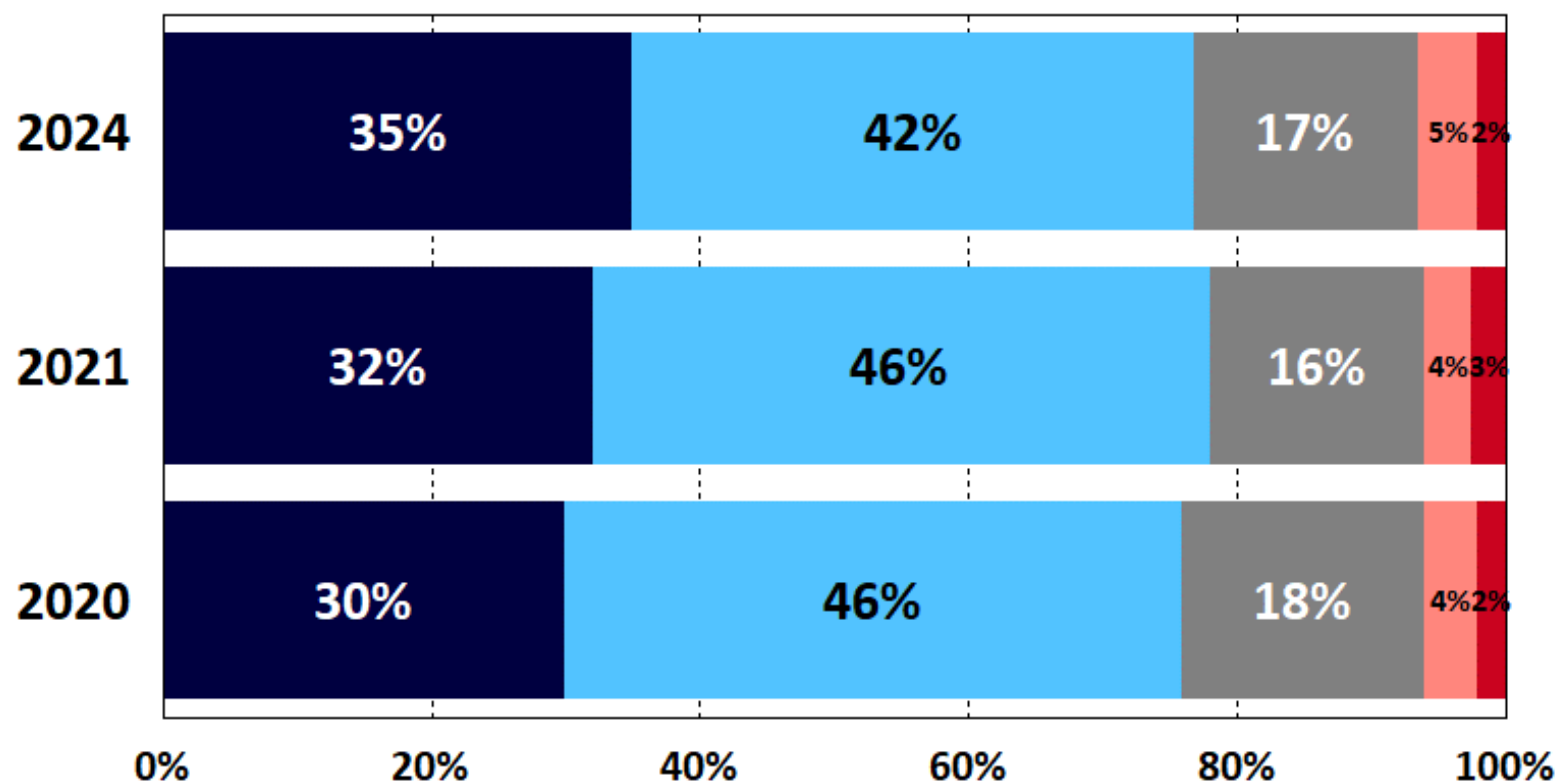
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2020 &  
2021

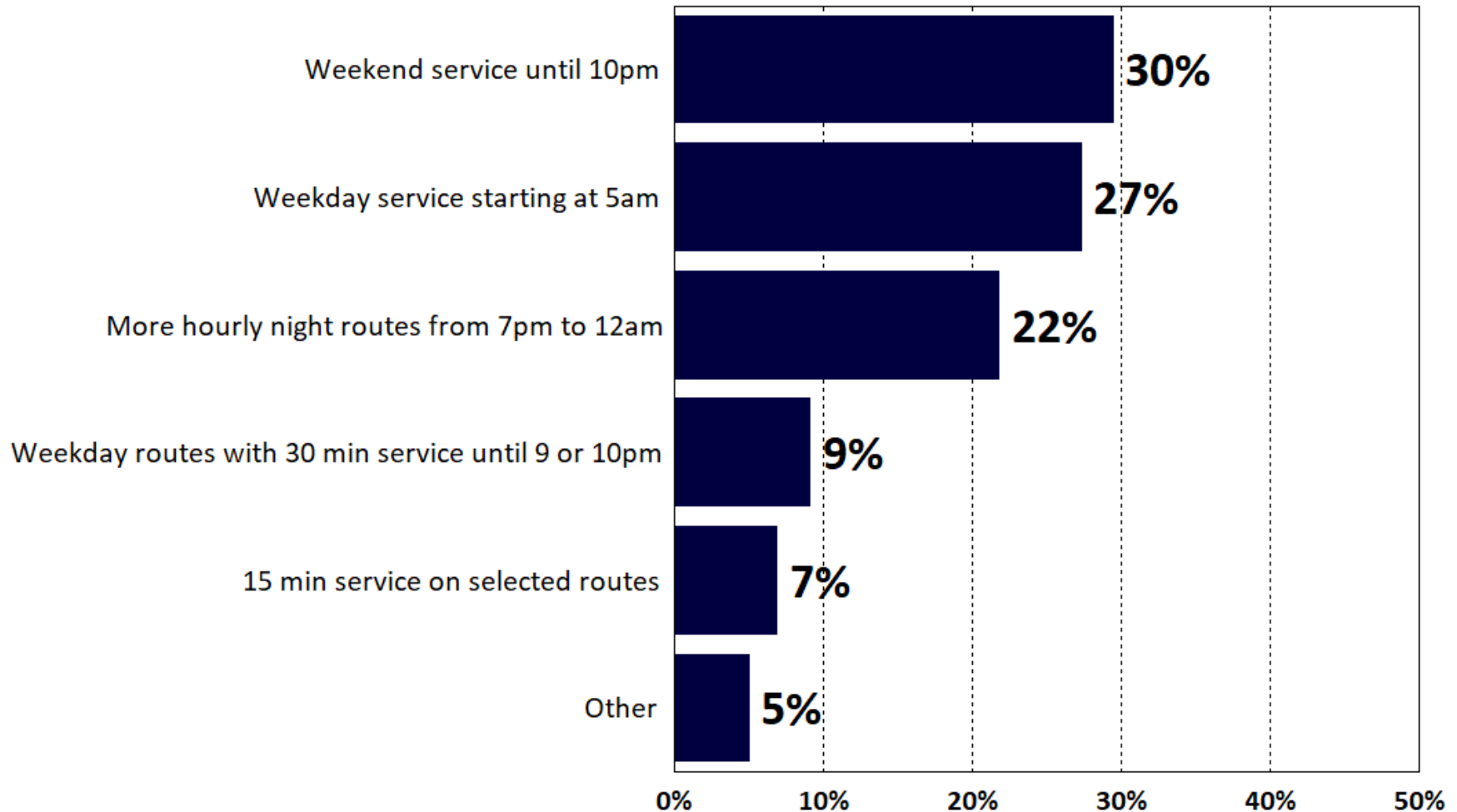
# Q11. Overall, how satisfied are you with EMBARK service?

by percentage of riders



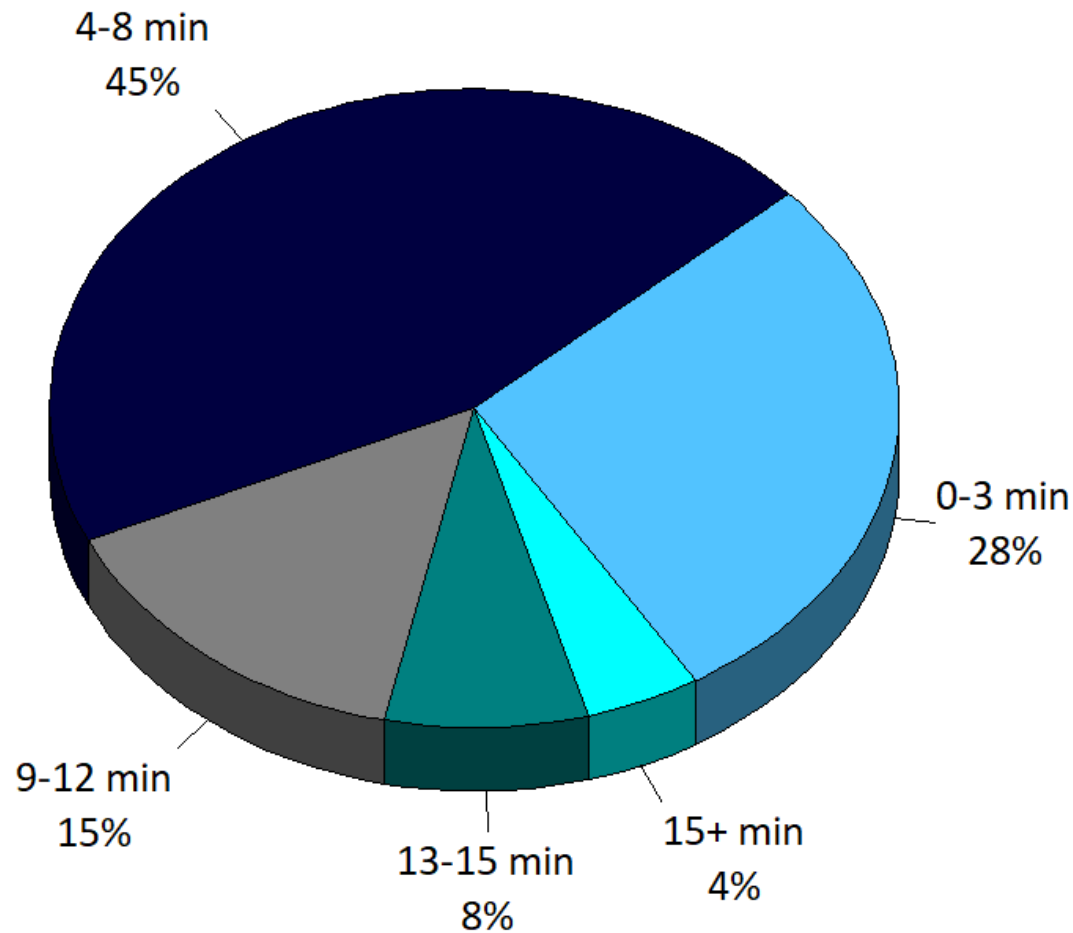
## Q12. What ONE improvement would you like to see in transit service here in the area?

by percentage of riders (excluding “none selected” responses)



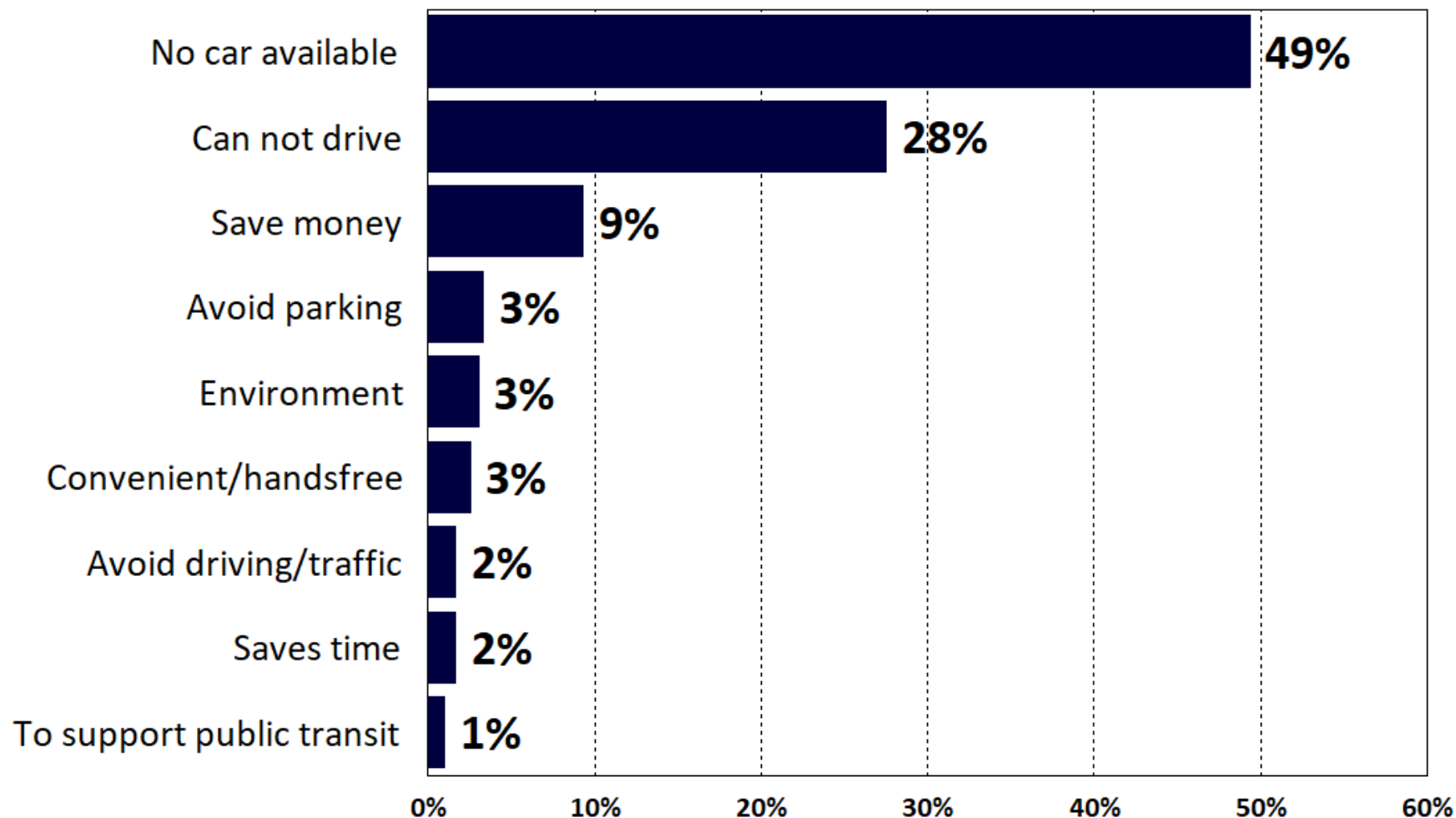
## Q12. How many minutes is acceptable for a bus to depart beyond its scheduled time?

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



## Q14. What is the primary reason you use EMBARK for your transportation needs?

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

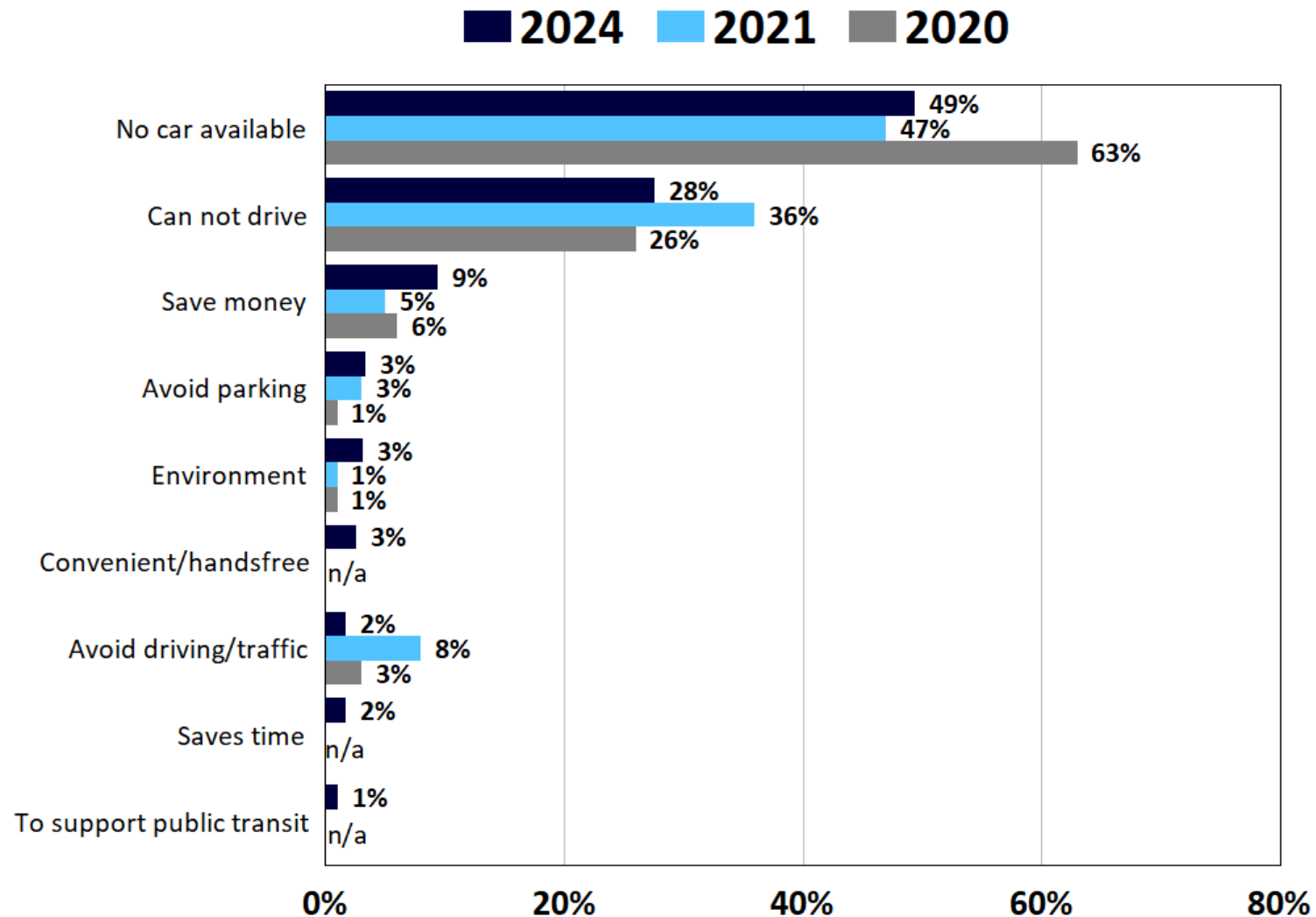




**Trends**  
2024  
v.  
2020 &  
2021

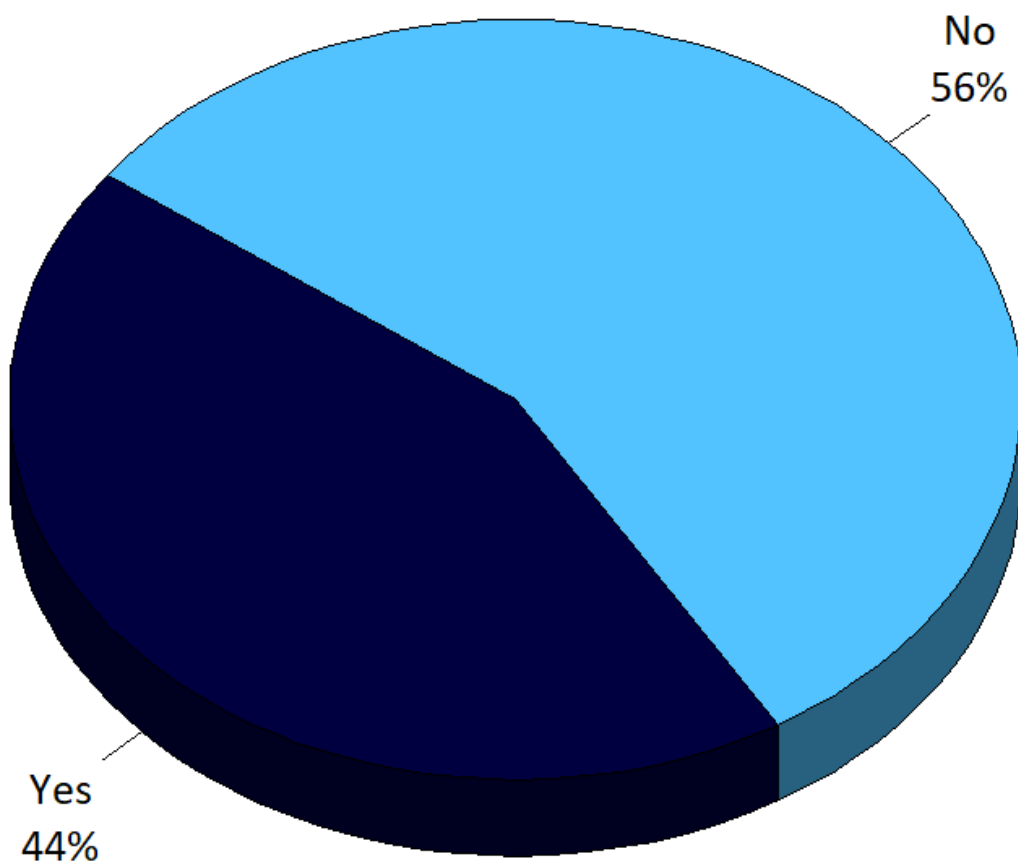
# Q14. What is the primary reason you use EMBARK for your transportation needs?

by percentage of riders (excluding “none selected” responses)



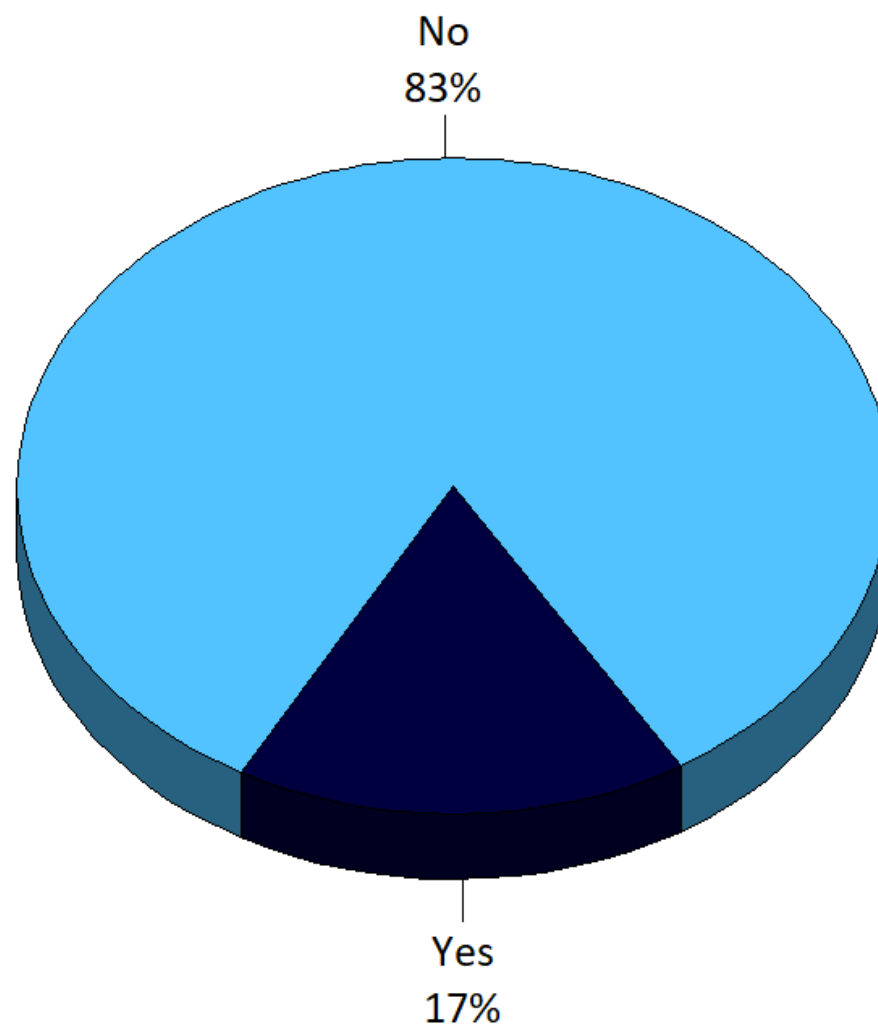
## Q15. Do you have a valid driver's license?

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



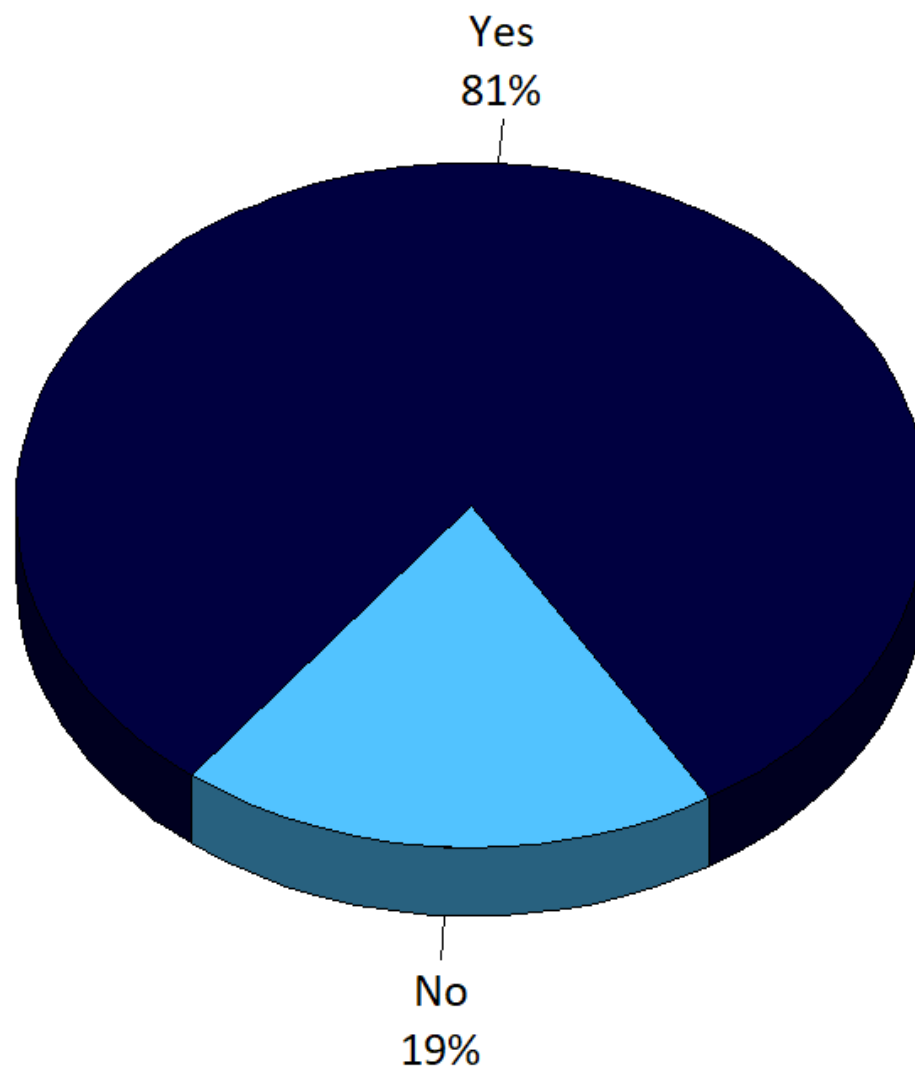
## Q16. Do you have a working vehicle that you could have used instead today?

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



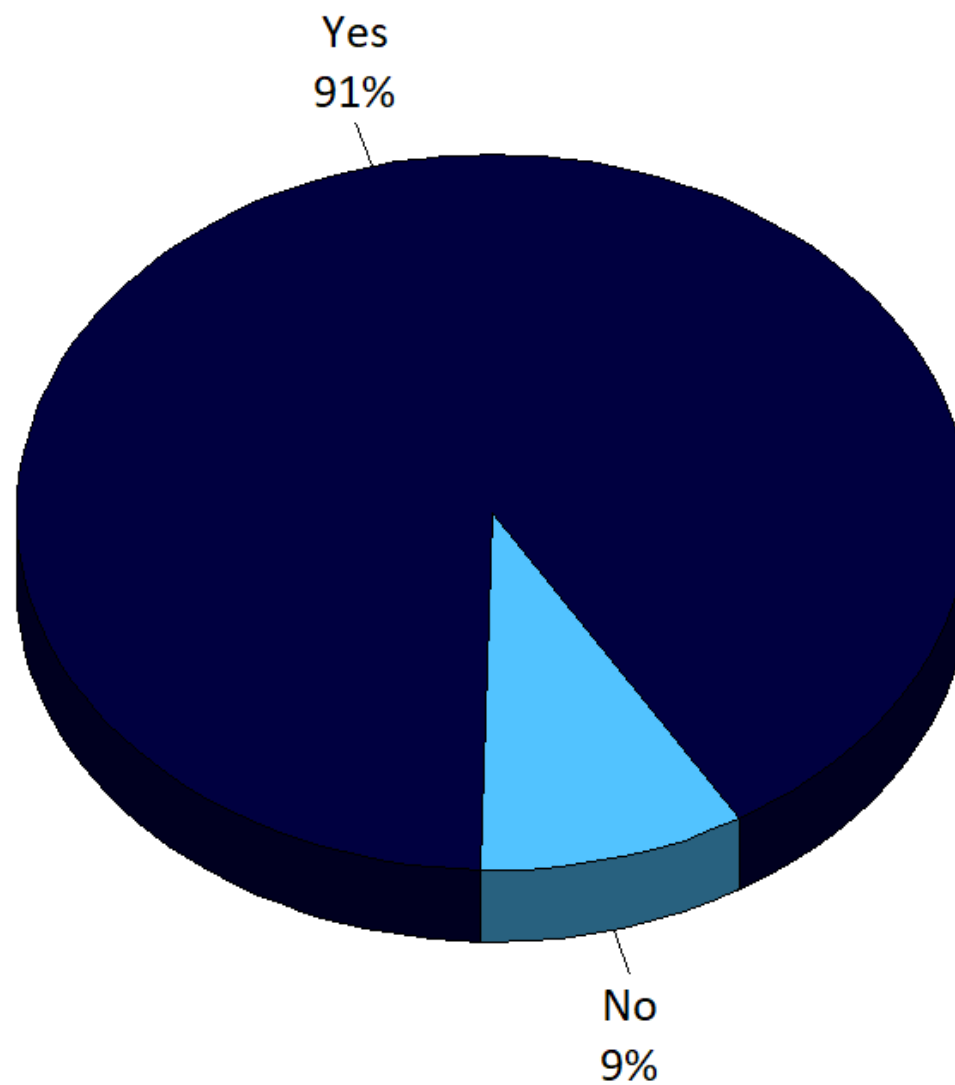
## Q17. Do you currently have access to a mobile smartphone?

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



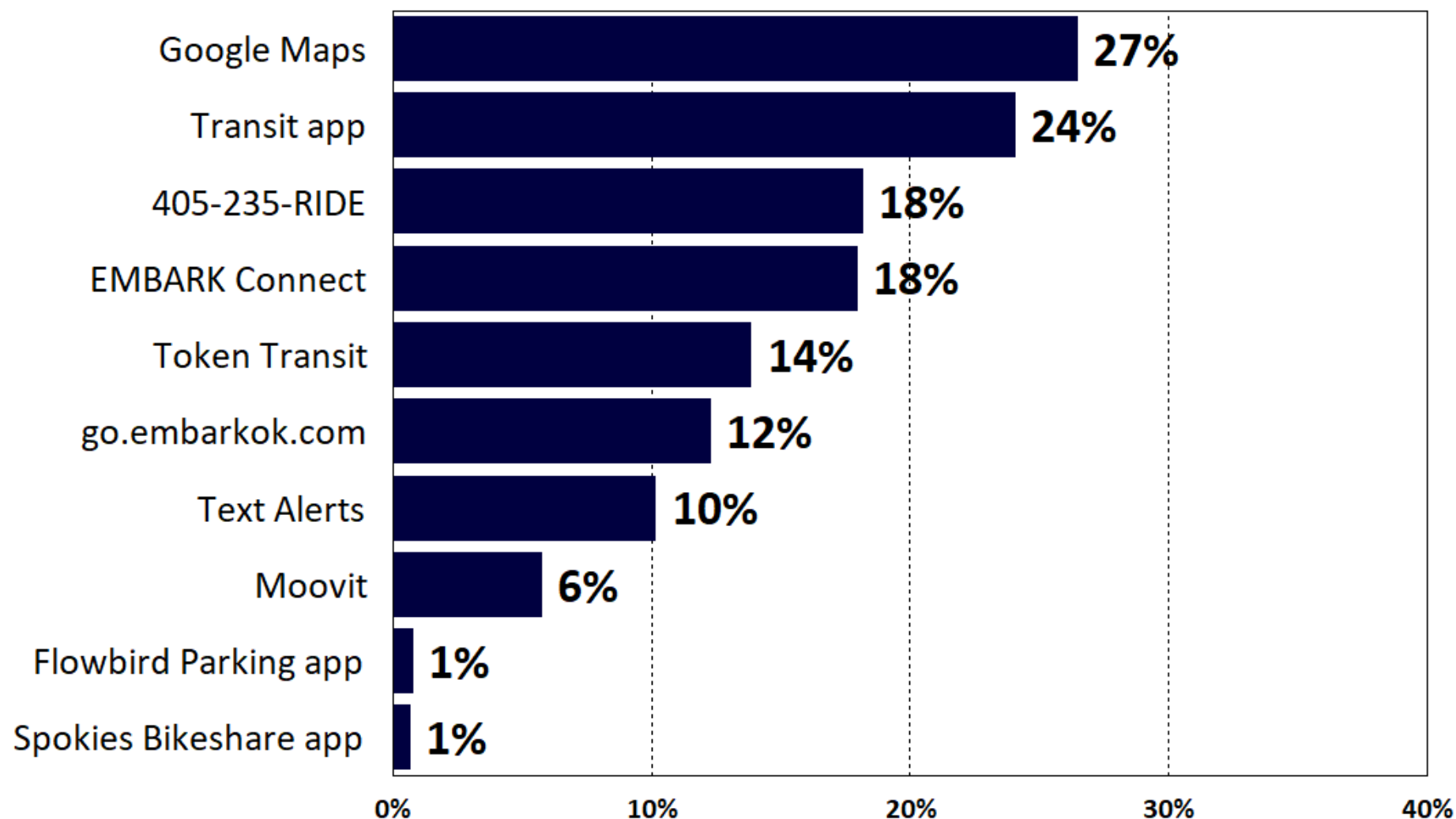
## Q17a. If “Yes,” does it have a data plan?

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



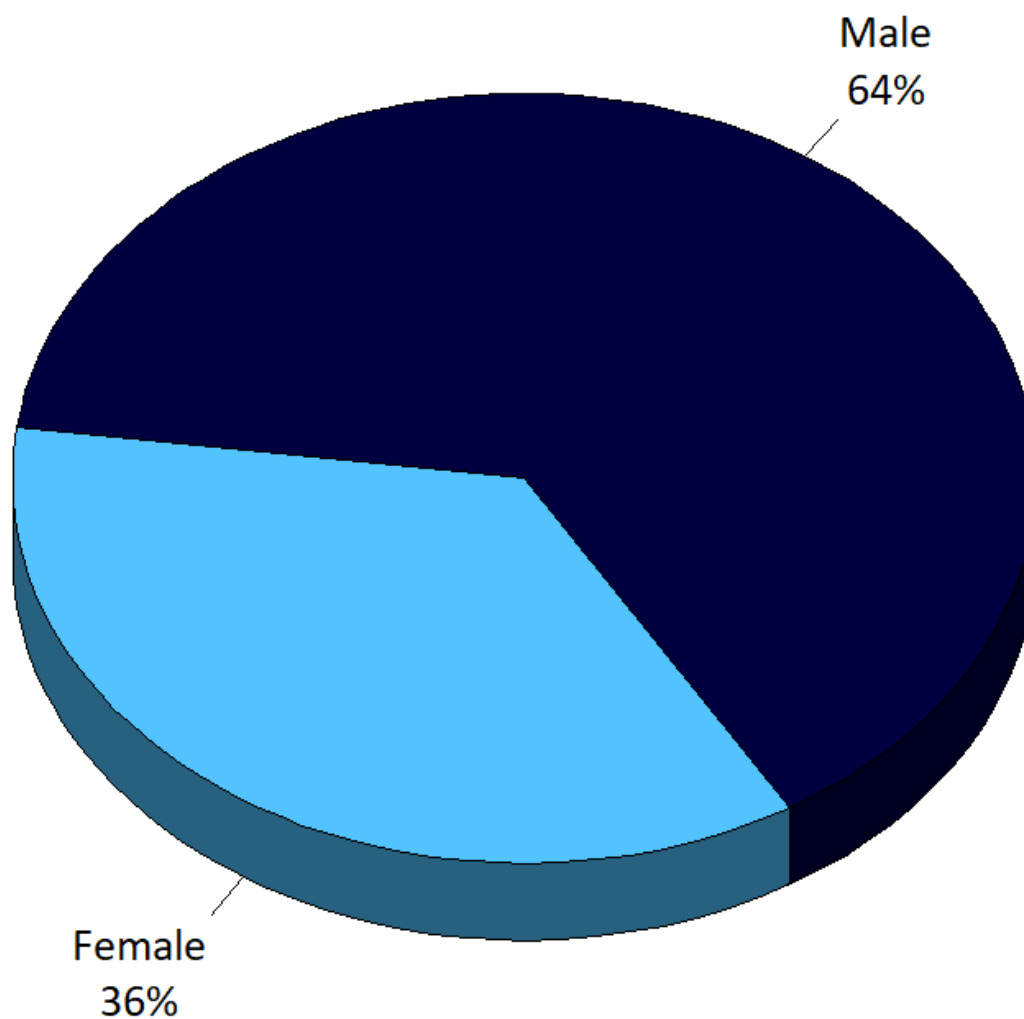
## Q18. Have you used any of these rider tools?

by percentage of respondents (multiple items could be selected)



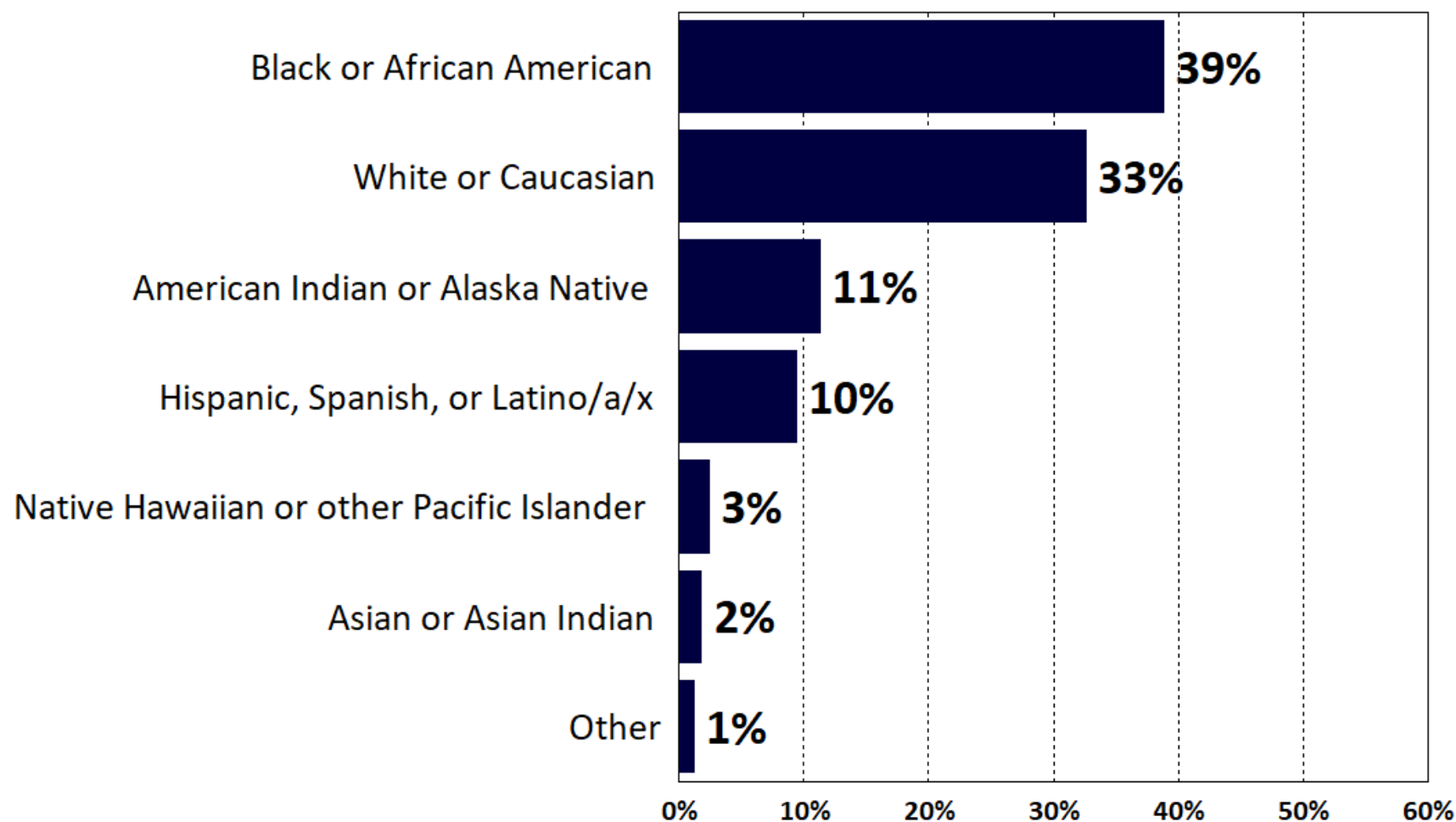
## Q19. What is your gender?

by percentage of respondents (excluding "prefer not to say" responses)



## Q20. What is your race?

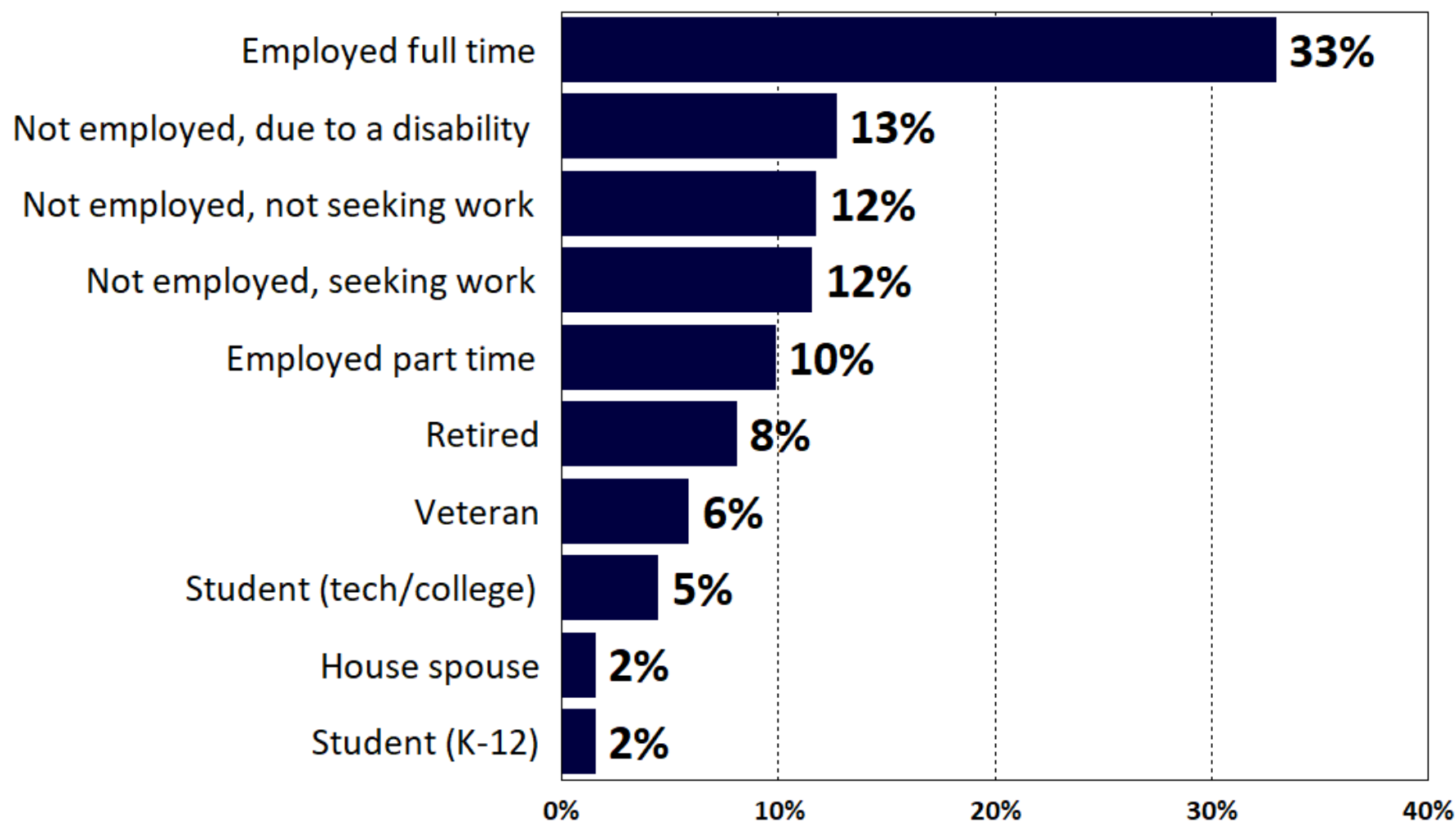
by percentage of riders





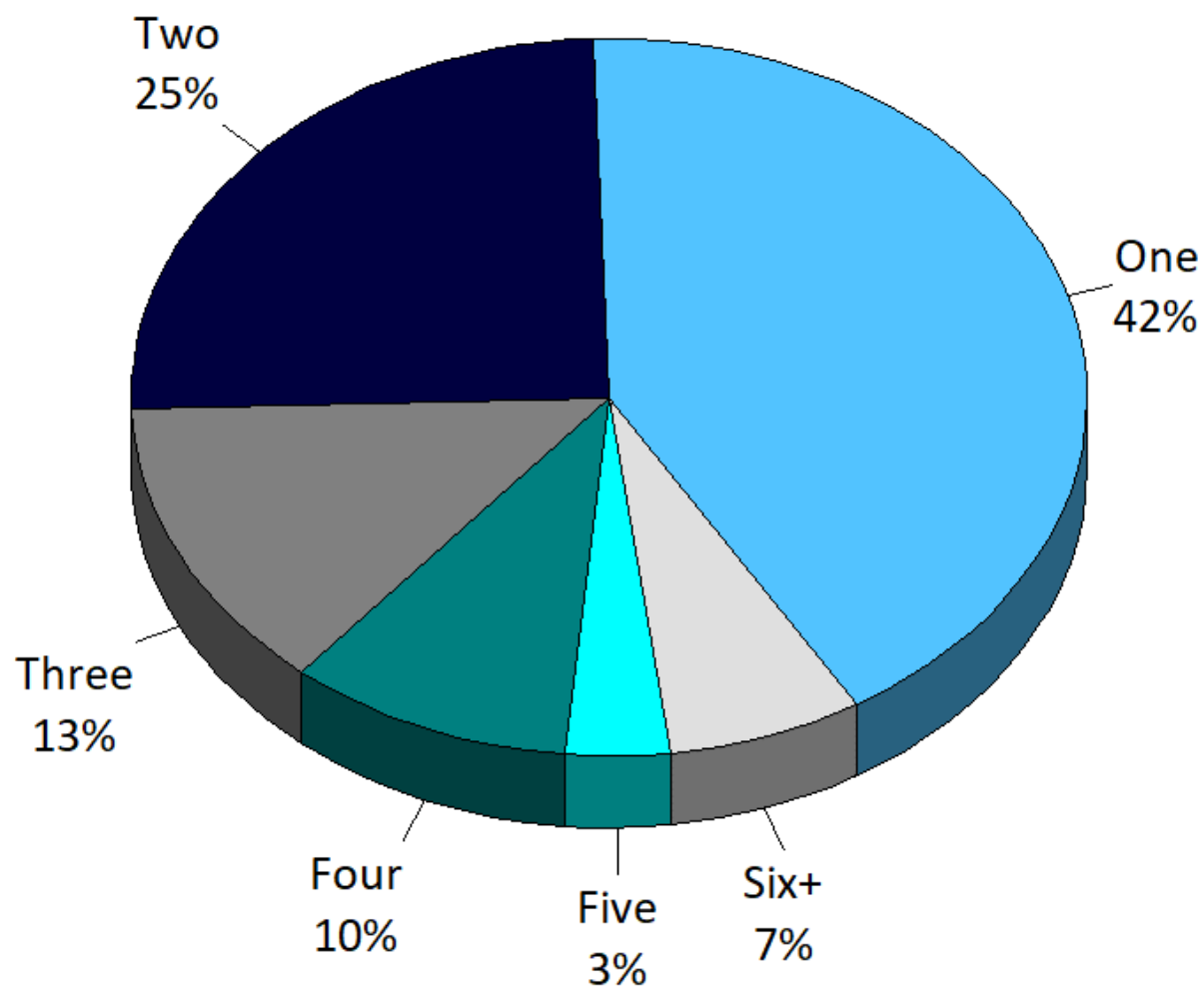
## Q21. Are you...

by percentage of riders (multiple items could be selected)



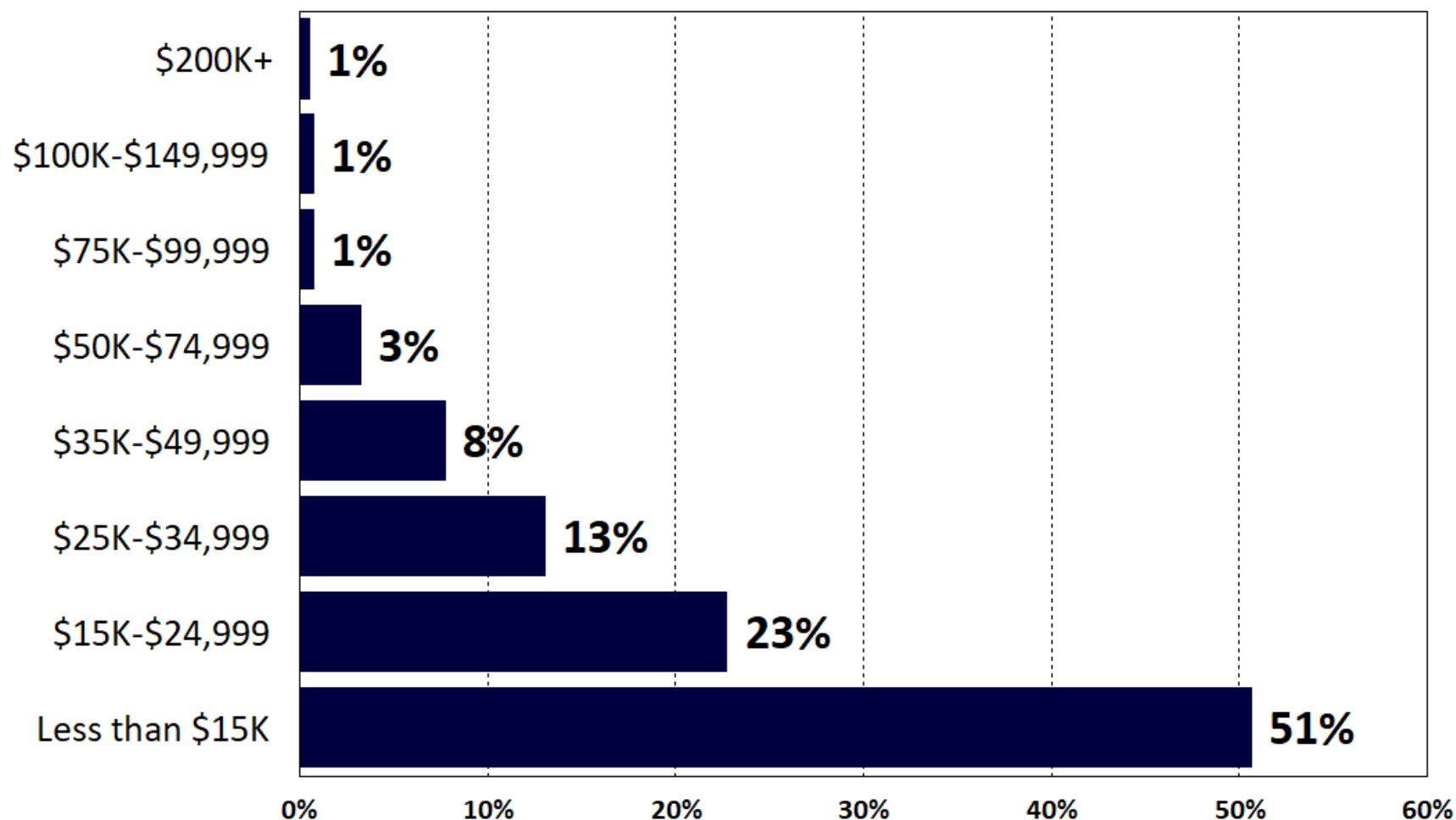
## Q22. Including yourself, how many people live in your home?

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



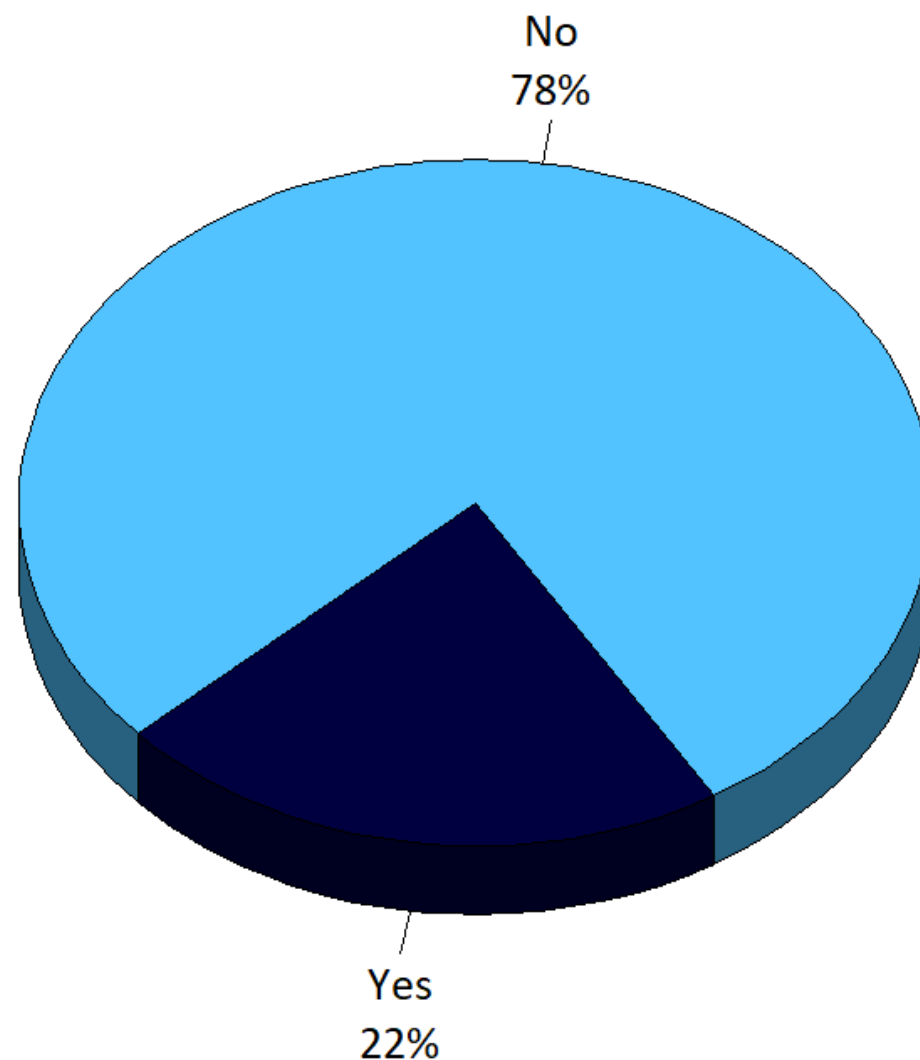
## Q23. What was your annual household income in 2023?

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



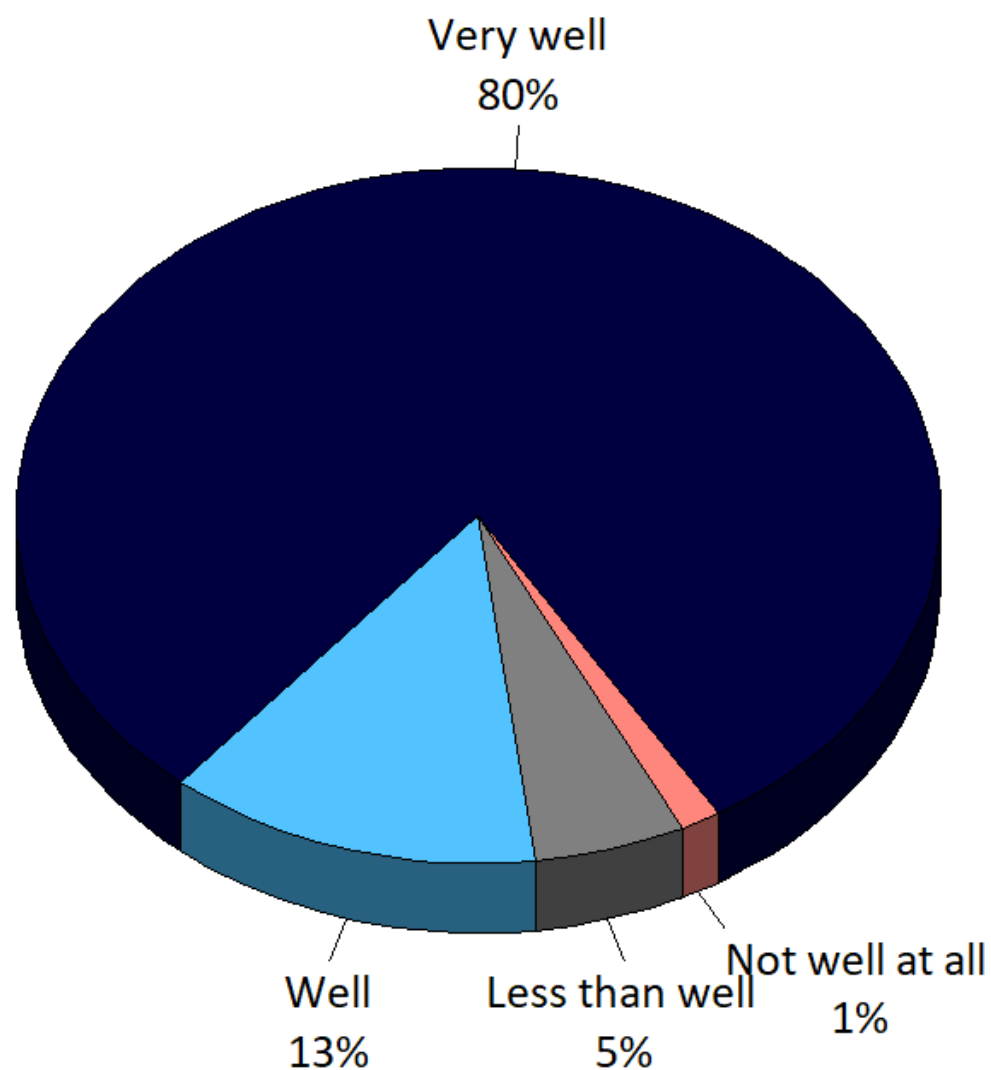
## Q24. Do you speak a language at home other than English?

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



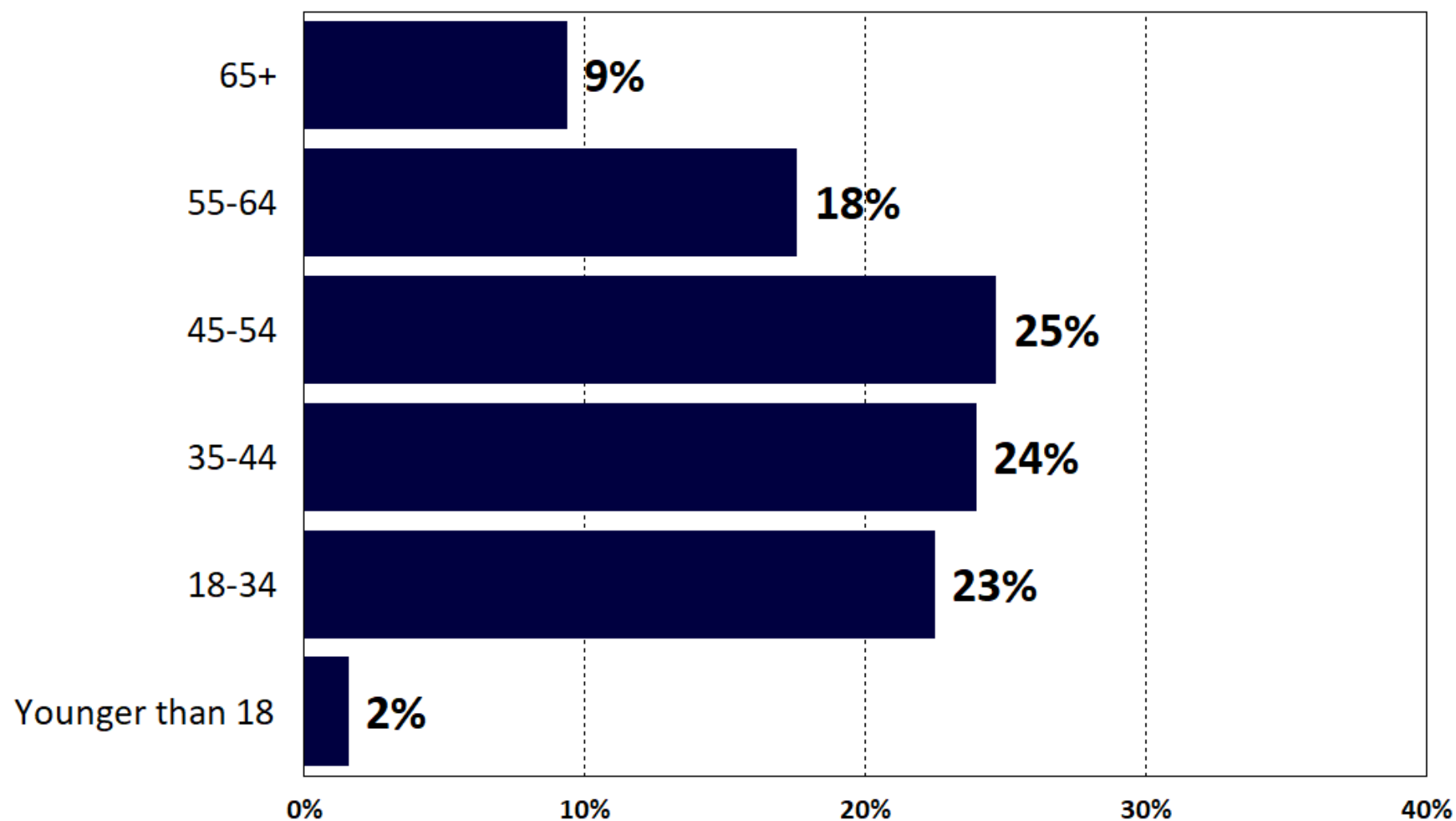
## Q24a. How well do you speak English?

by percentage of riders who speak a language other than English at home (excluding “not provided” responses)



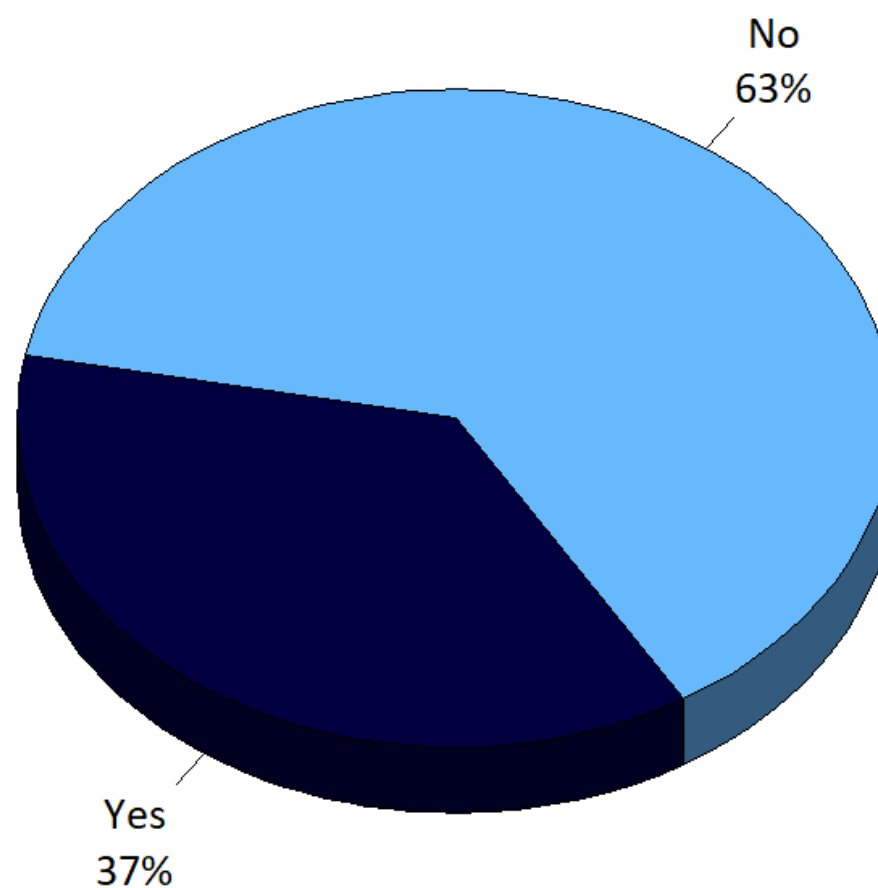
## Q26. Age

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



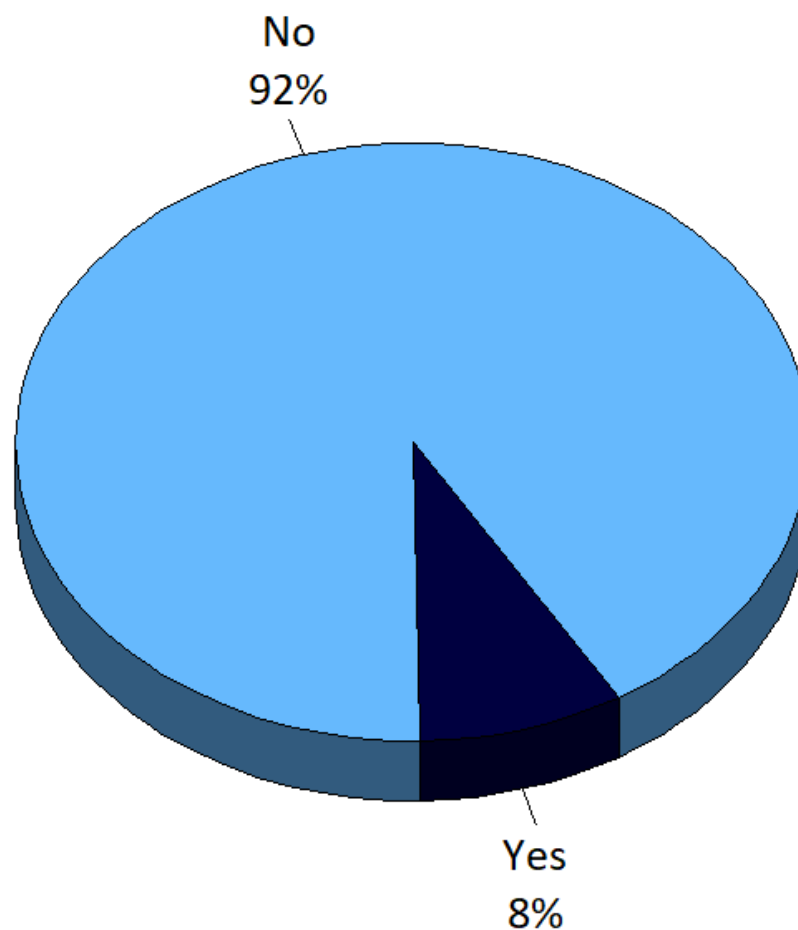
## Q27. Do you qualify for reduced bus fare based on age or disability?

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



## Q28. Have you utilized ADA PLUS Paratransit services in the last year?

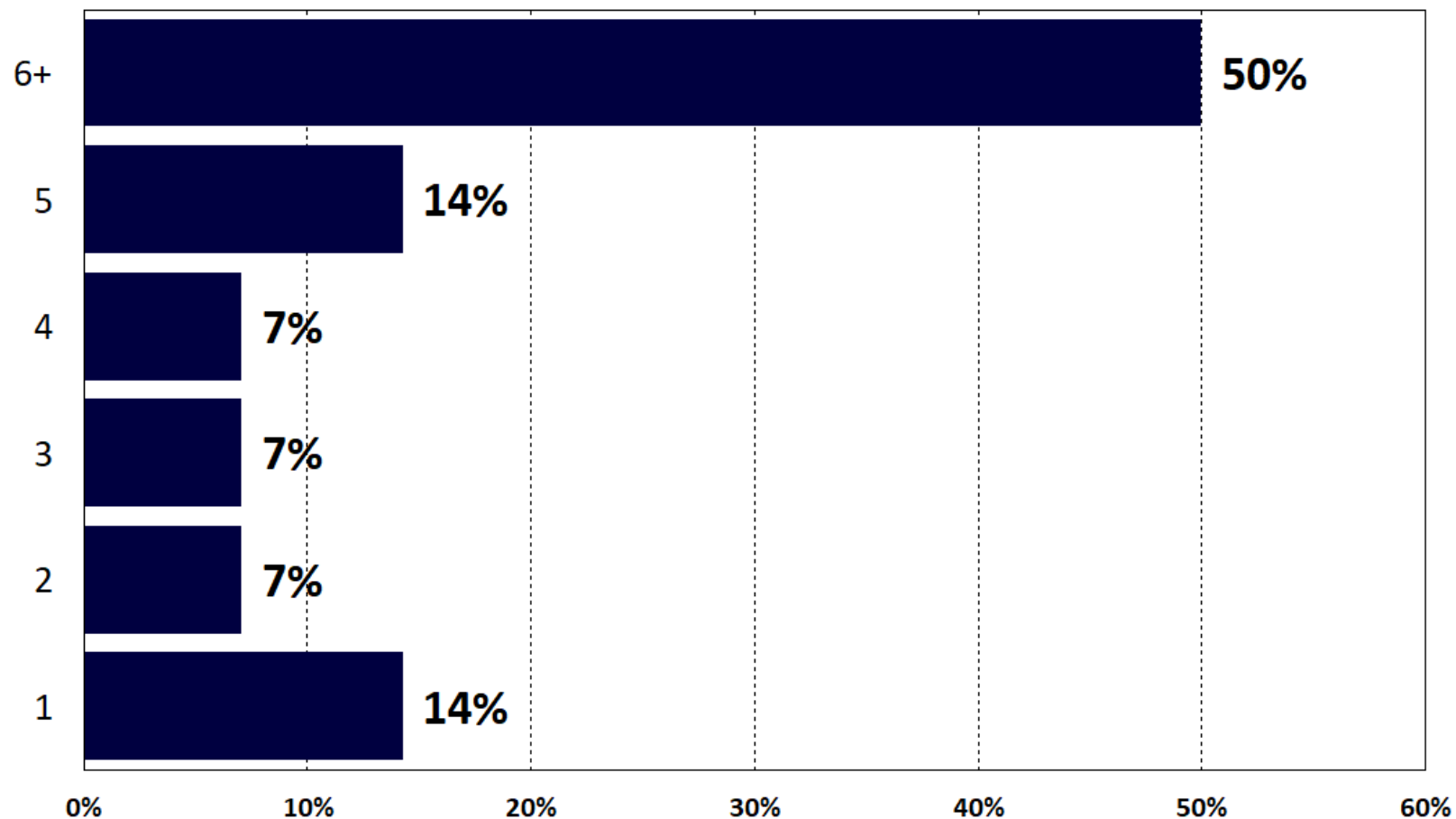
by percentage of riders (excluding “not provided” responses)





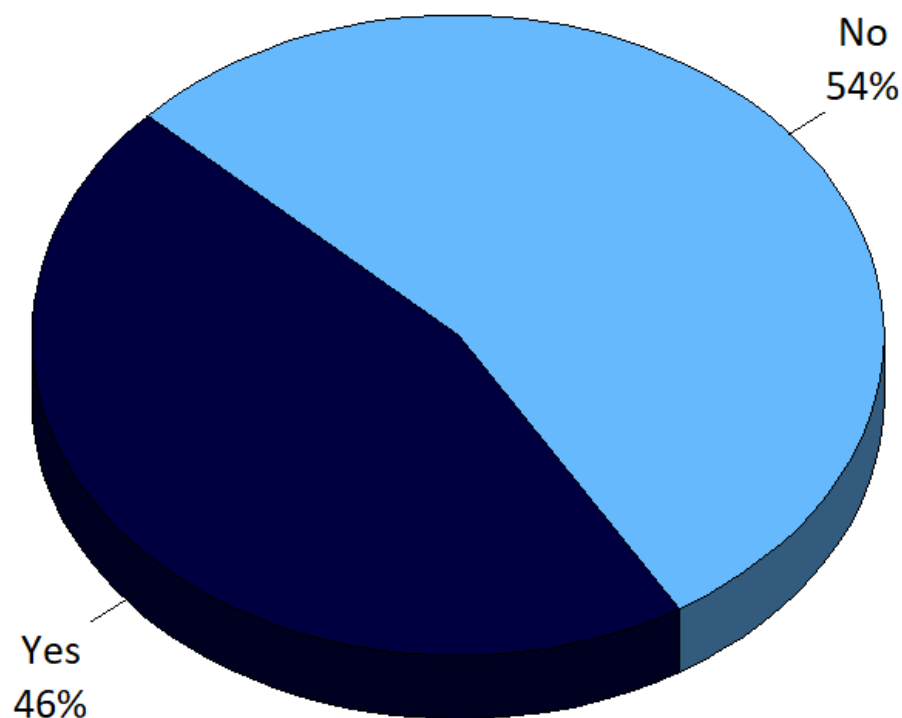
## Q28a. How many times have you utilized ADA PLUS Paratransit services?

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



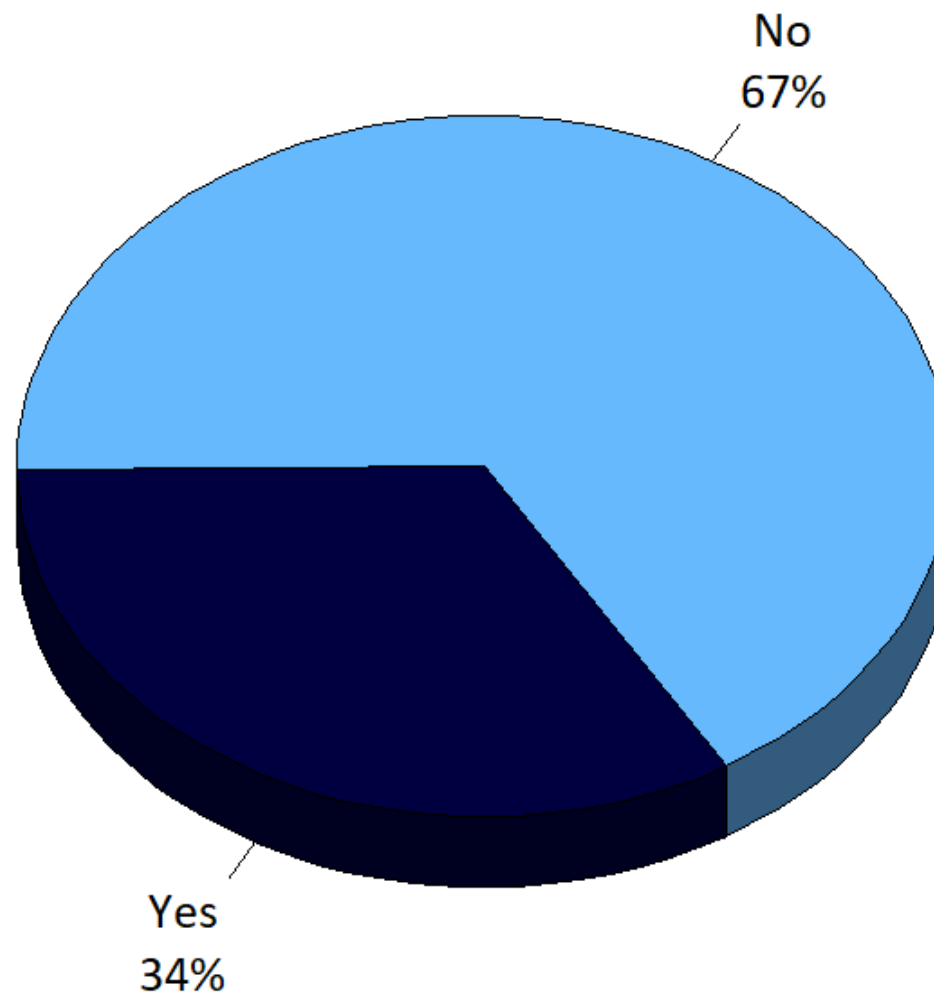
## Q29. Are you aware that EMBARK offers other mobility services, such as senior transportation programs?

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



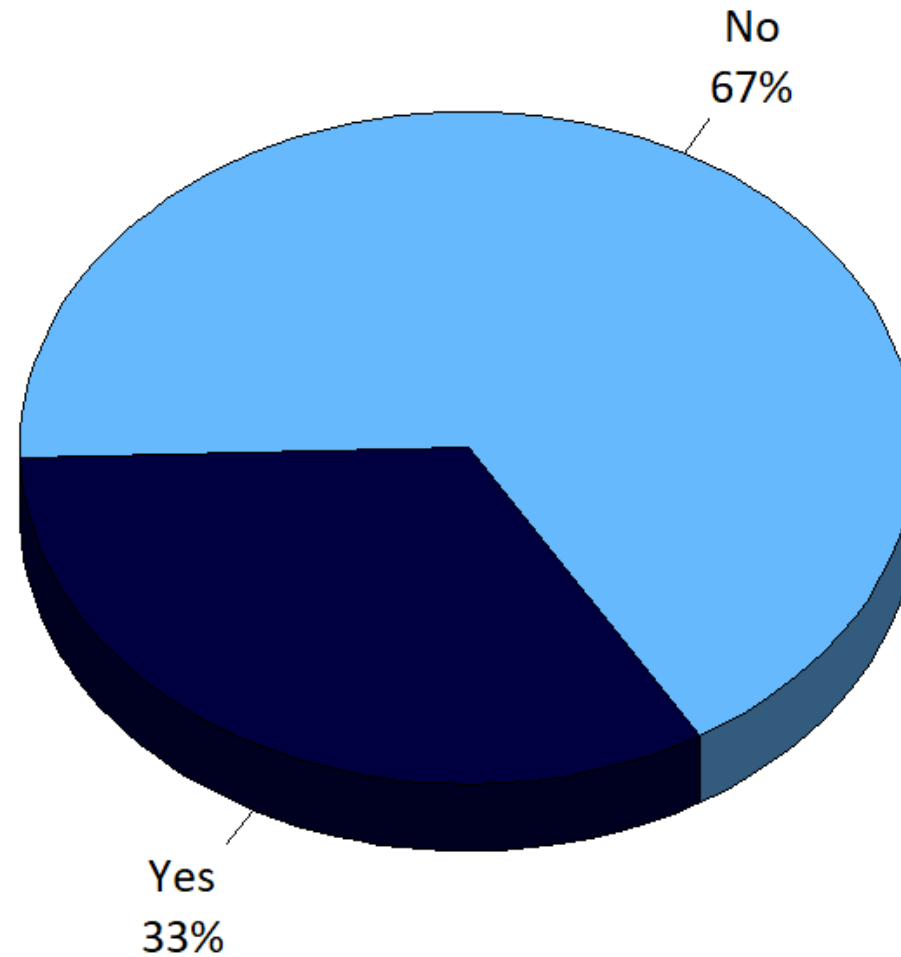
## Q30. Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free?

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



## Q30a. Do you have a youth in your household that could benefit from this program or that has signed up for it?

by percentage of riders who are familiar with the Haul Pass program (excluding “not provided” responses)

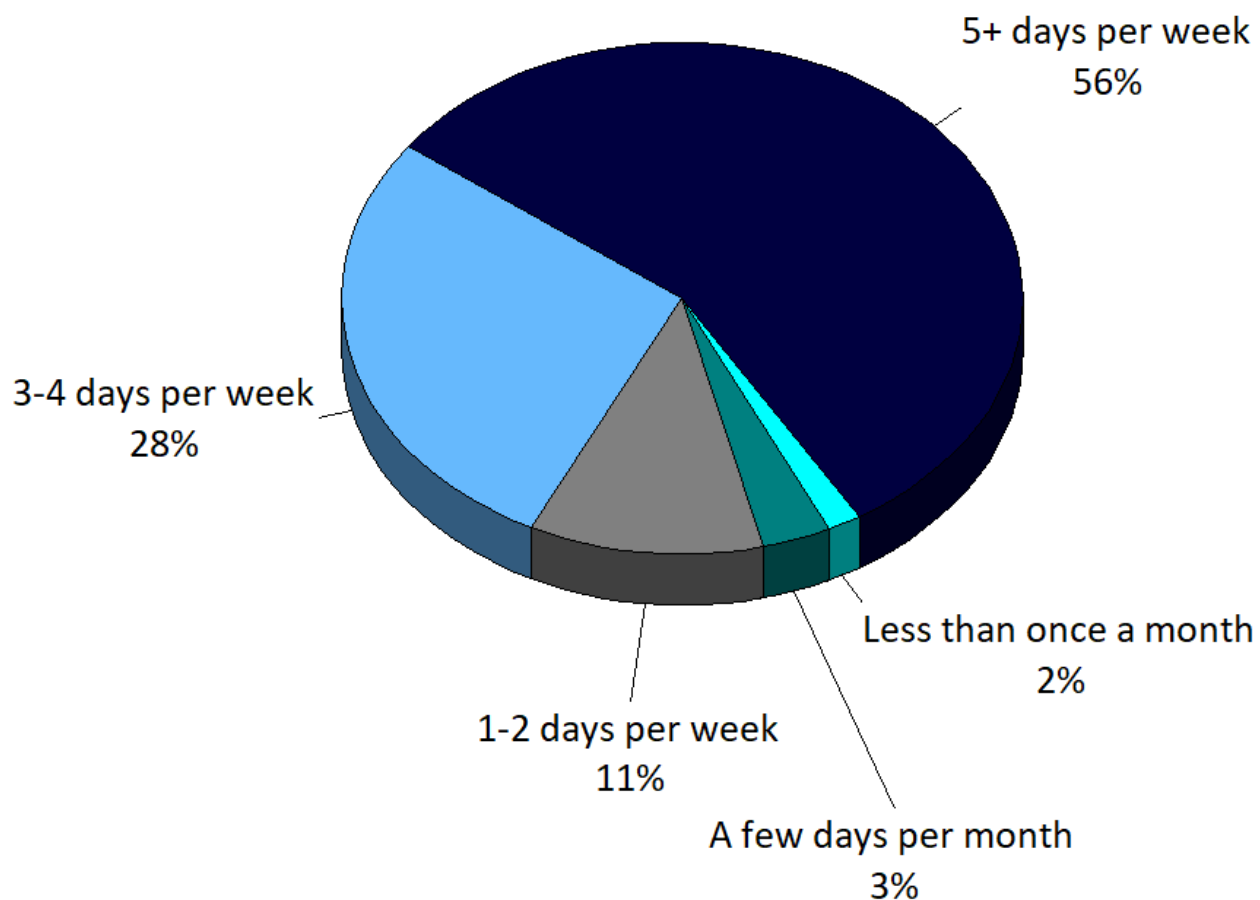




## Overall Results: Norman Routes

## Q1. How often do you usually ride?

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



**Trends**

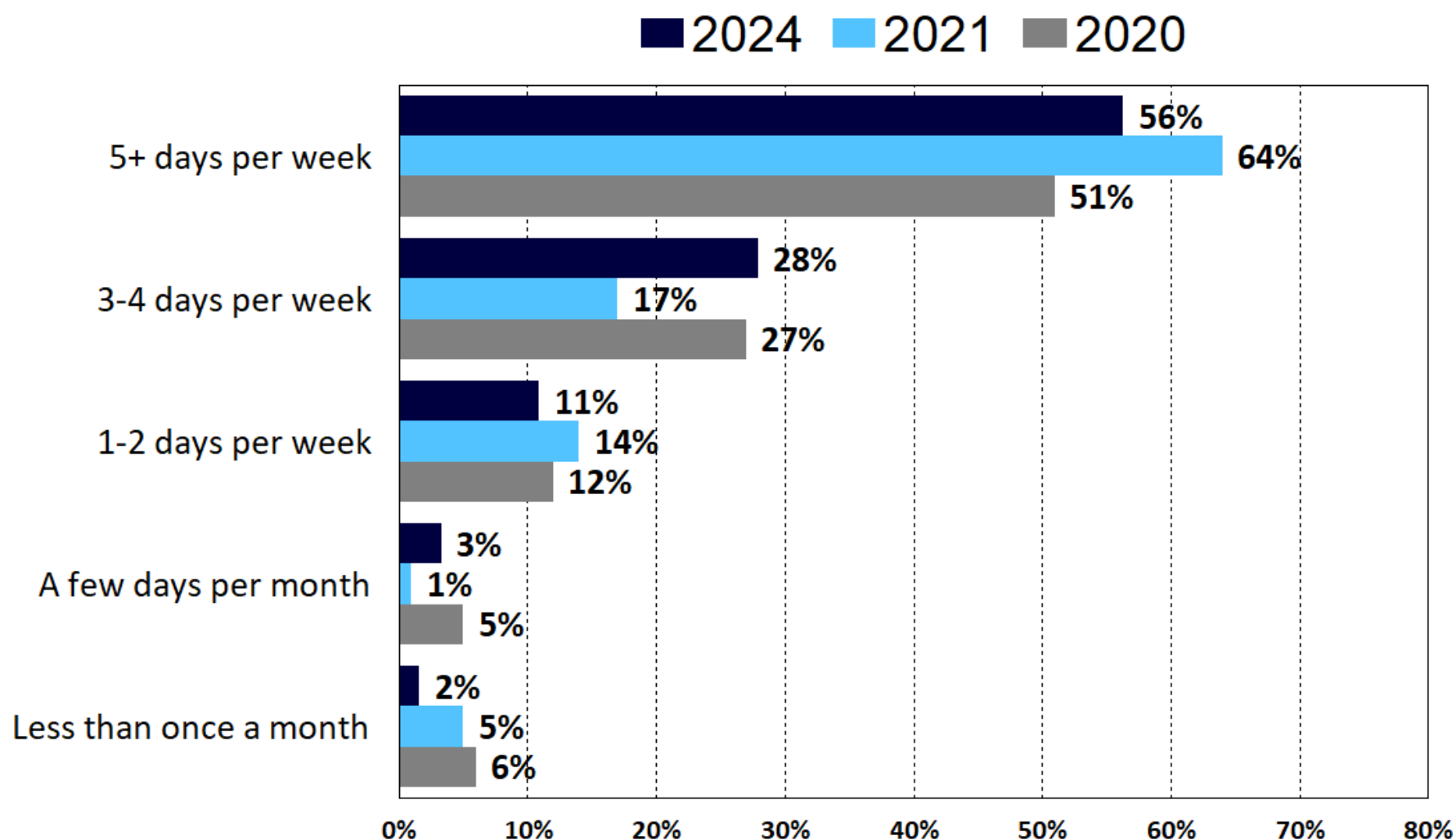
2024

v.

2021

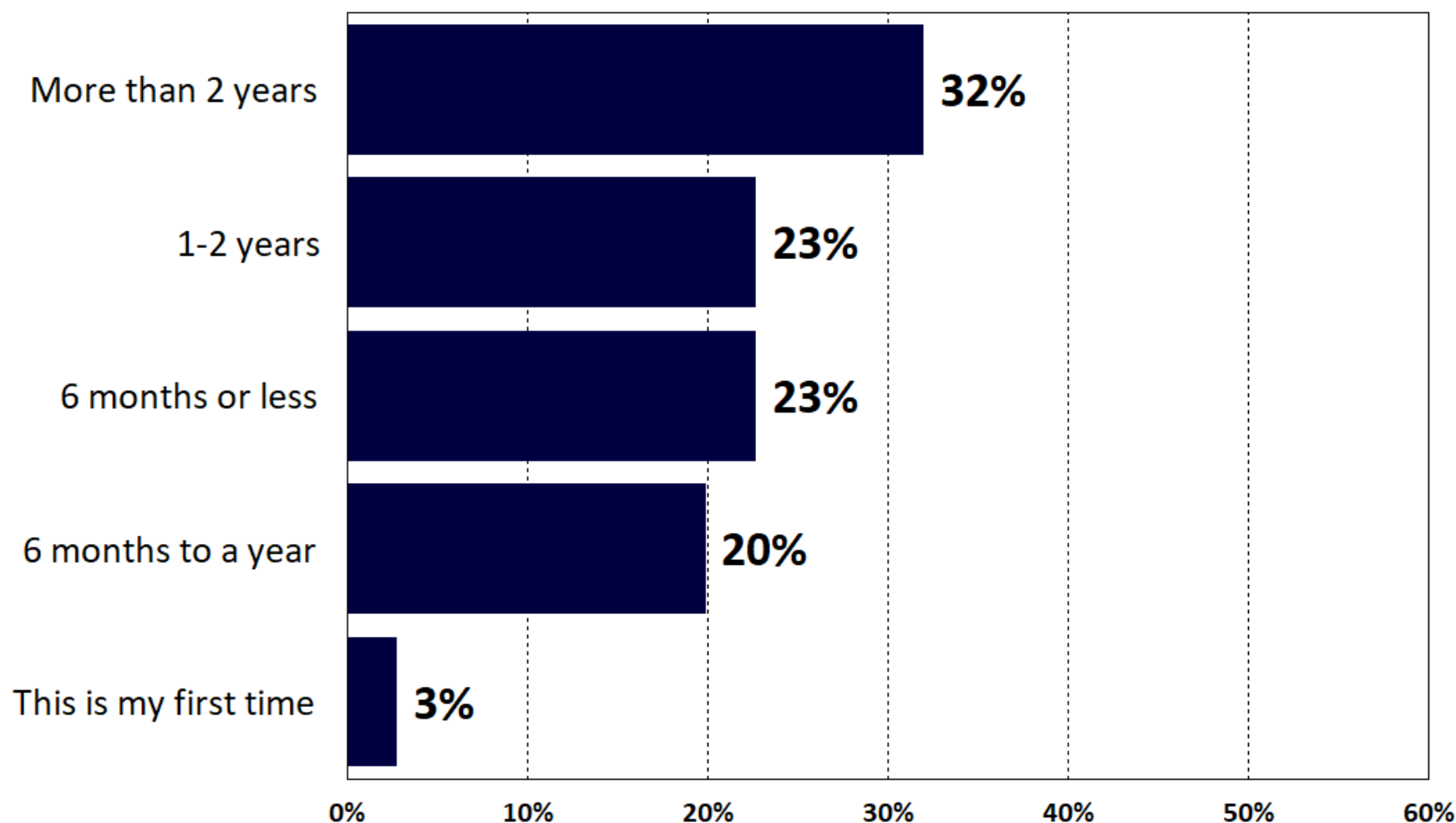
# Q1. How often do you usually ride?

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



## Q2. How long have you been riding transit in the Norman area?

by percentage of riders (excluding “don’t know” responses)

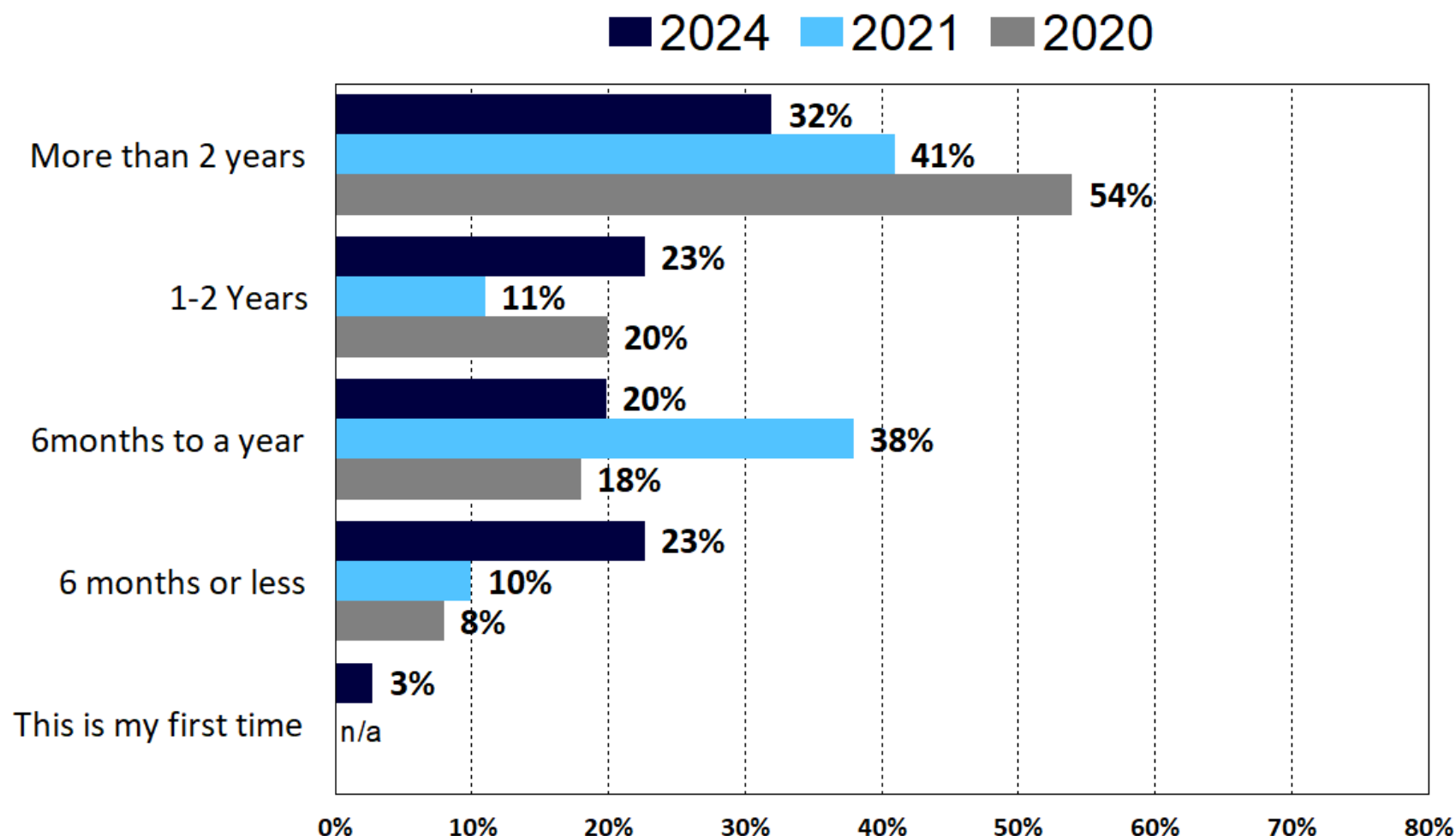




**Trends**  
2024  
v.  
2021

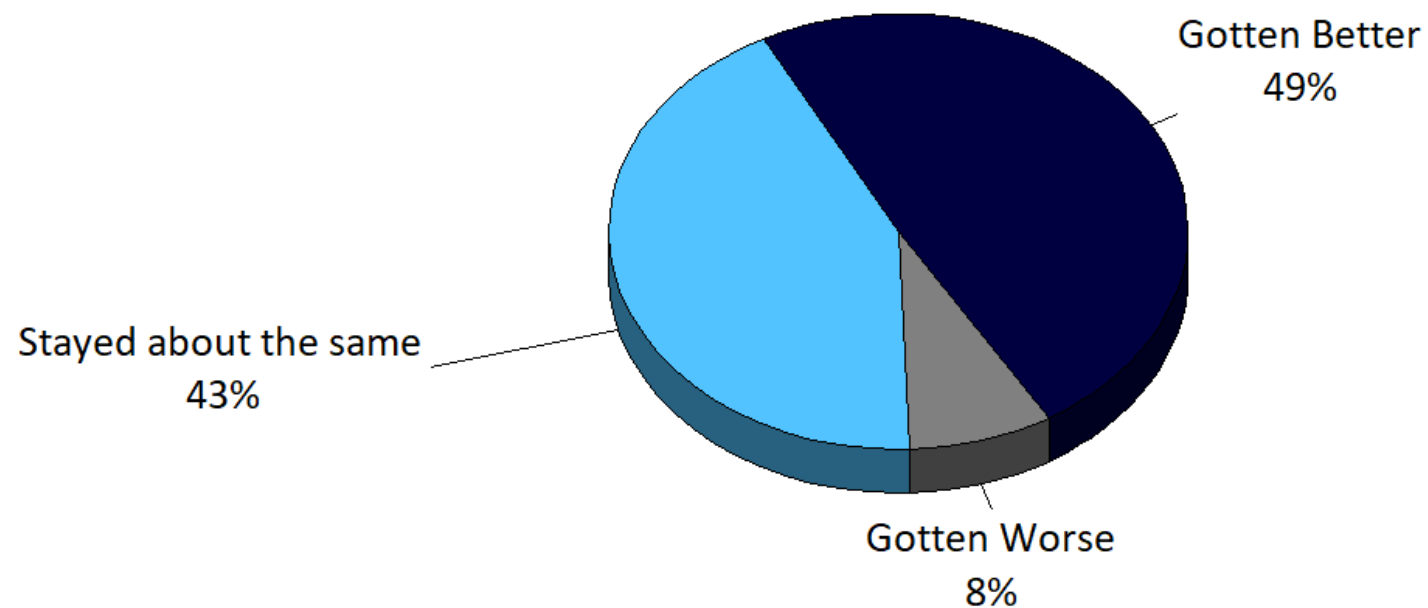
## Q2. How long have you been riding transit in the Norman area?

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



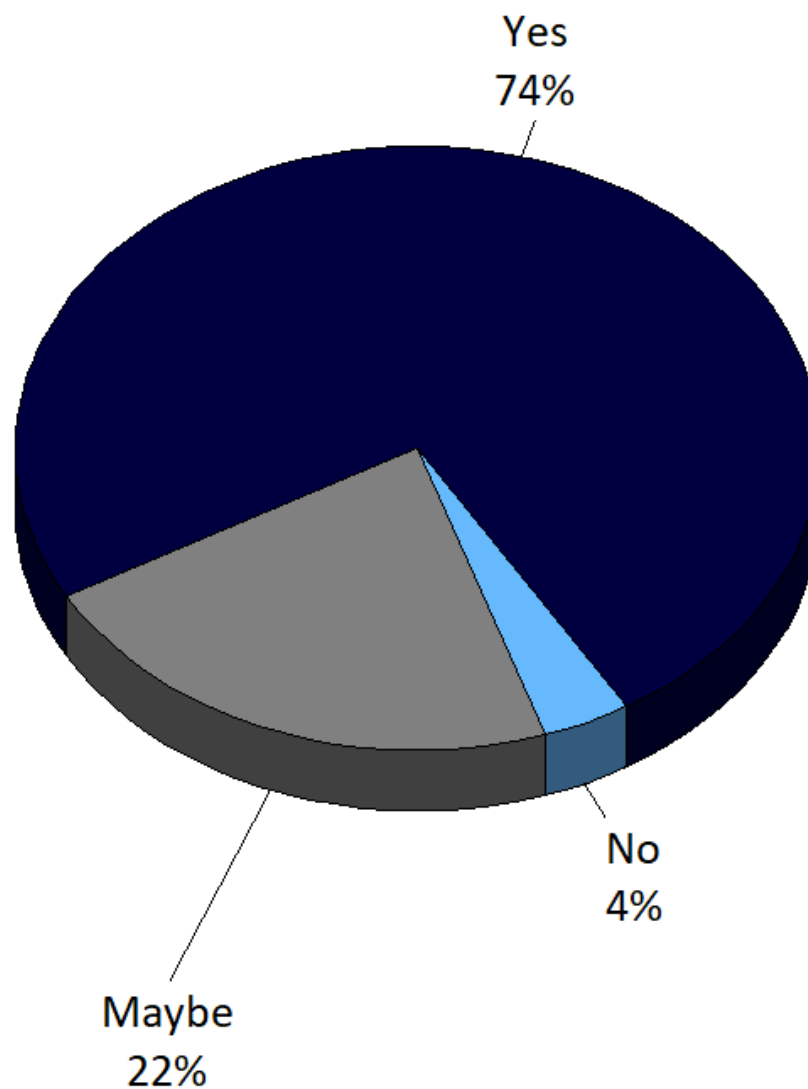
### Q3. In the past year, has EMBARK Norman overall...

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



## Q4. Will you still use EMBARK Norman one year from now

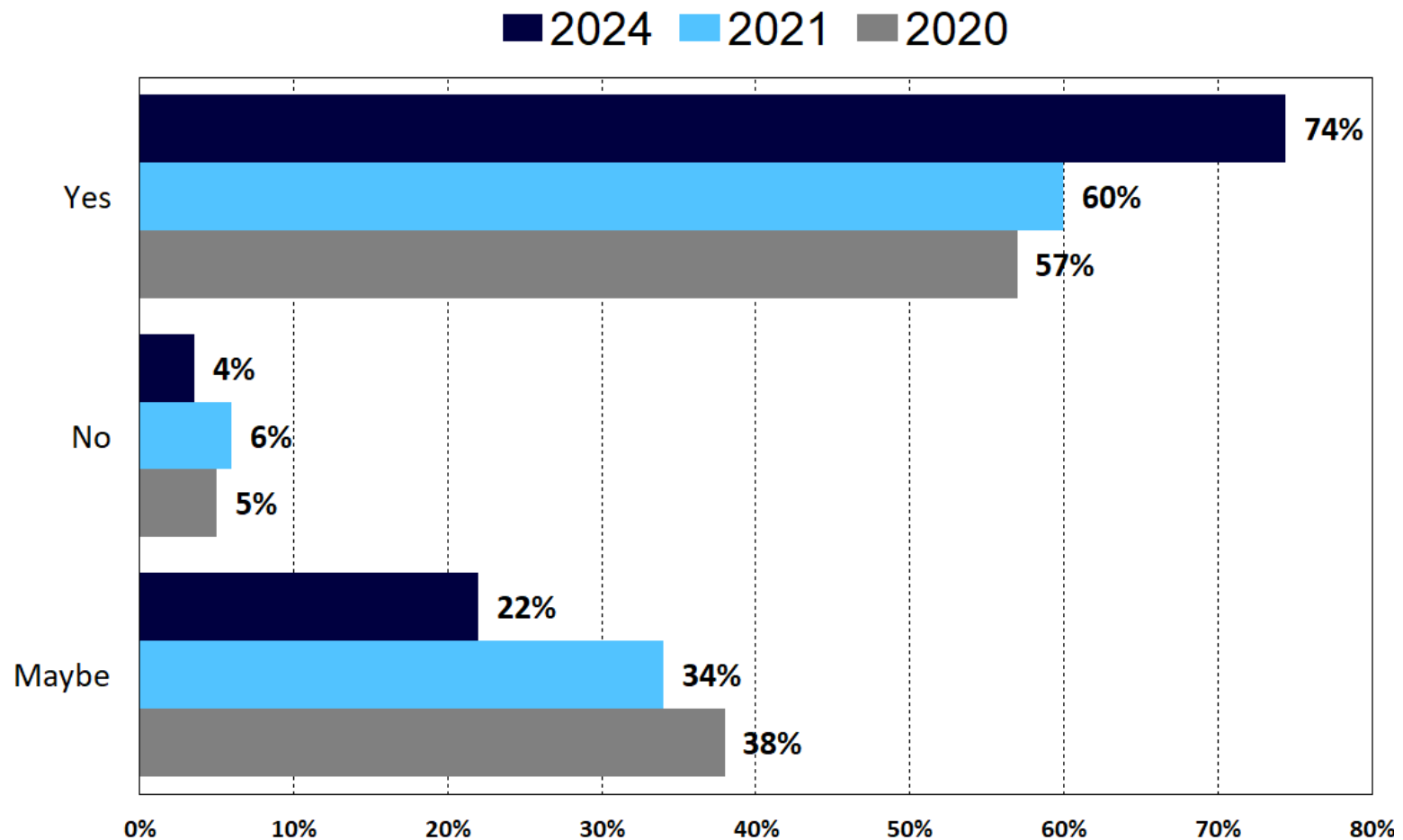
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2021

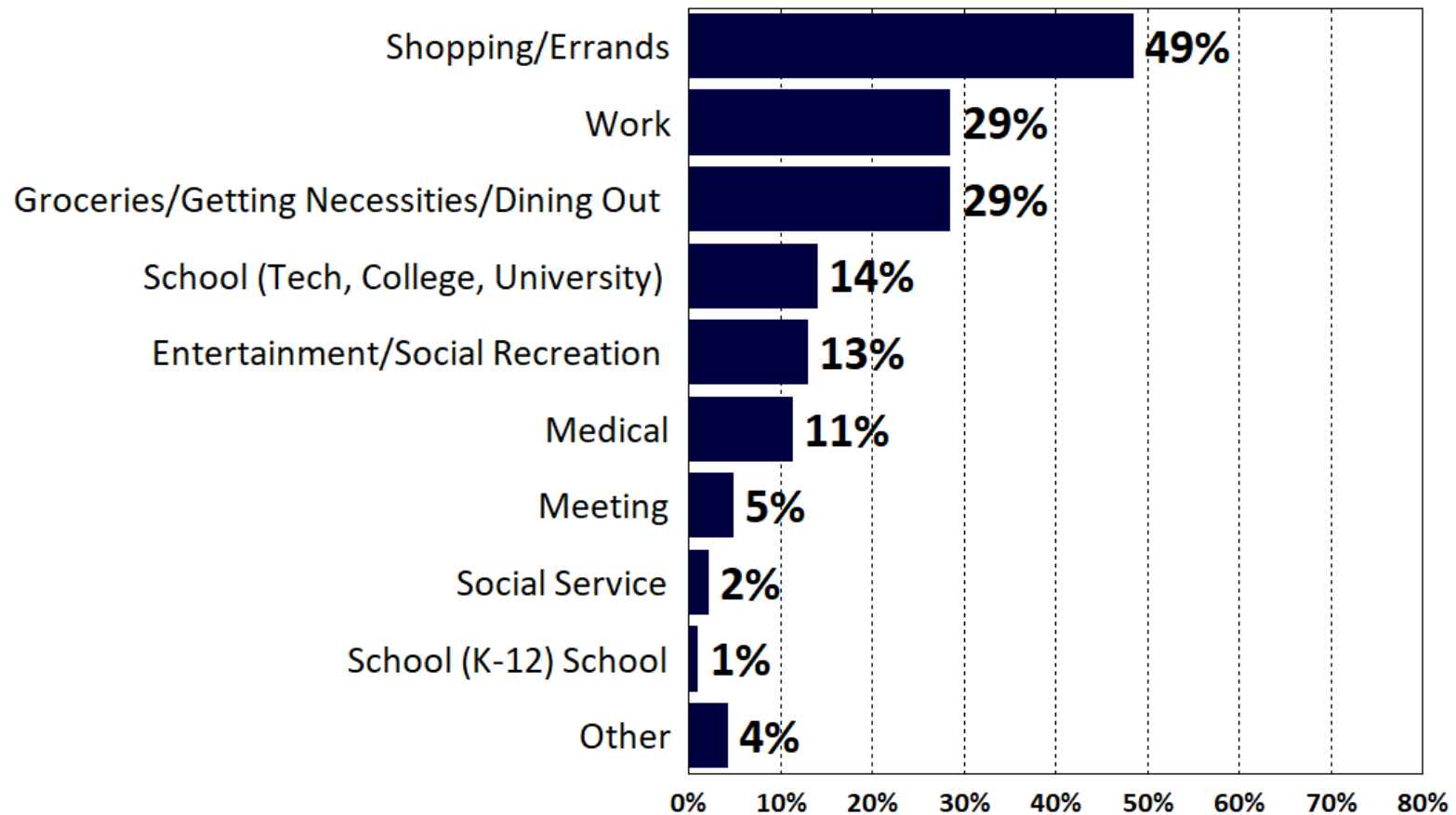
## Q4. Will you still use EMBARK Norman one year from now?

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



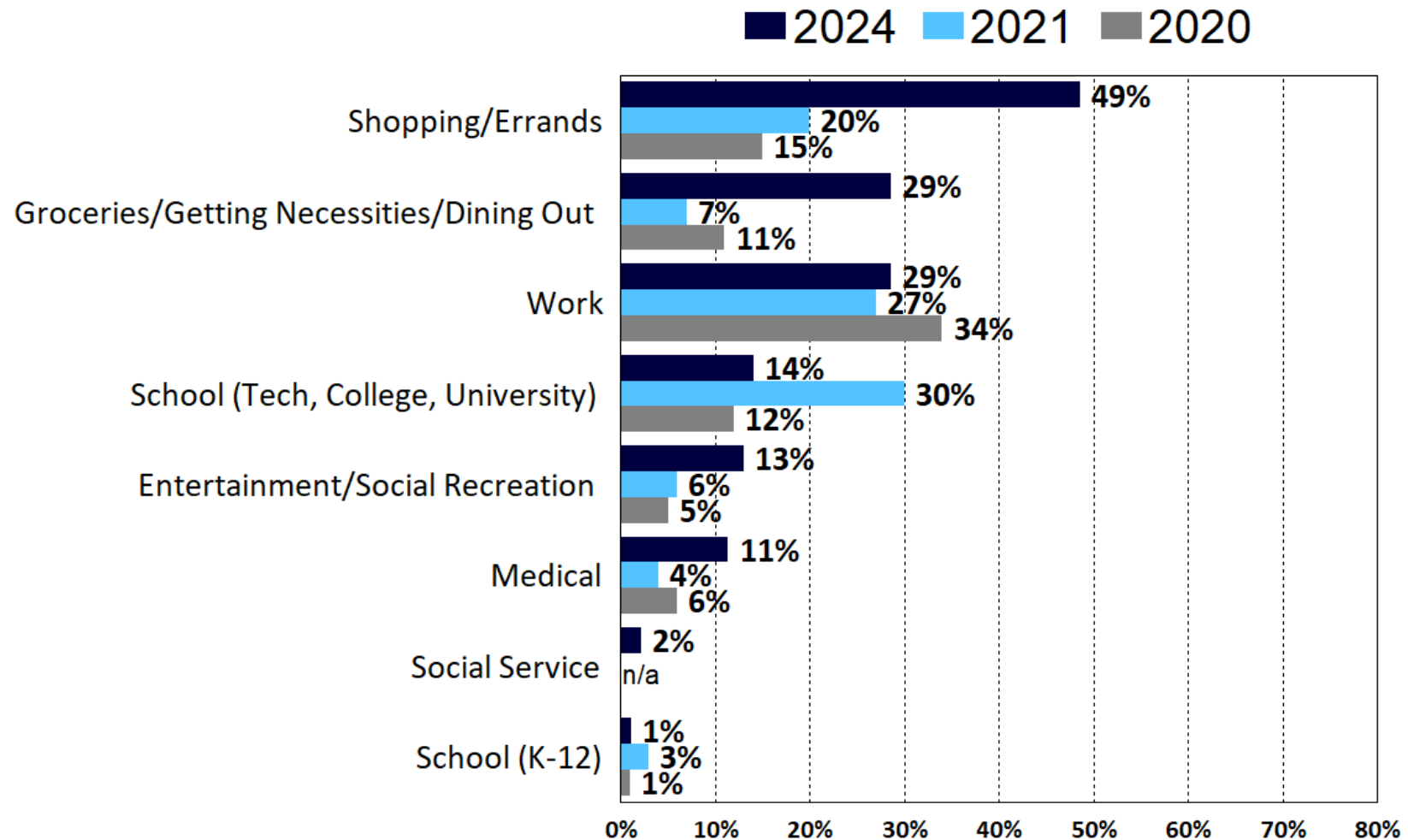
## Q5. What primary purposes do you ride EMBARK Norman most frequently?

by percentage of riders (multiple choices could be selected)



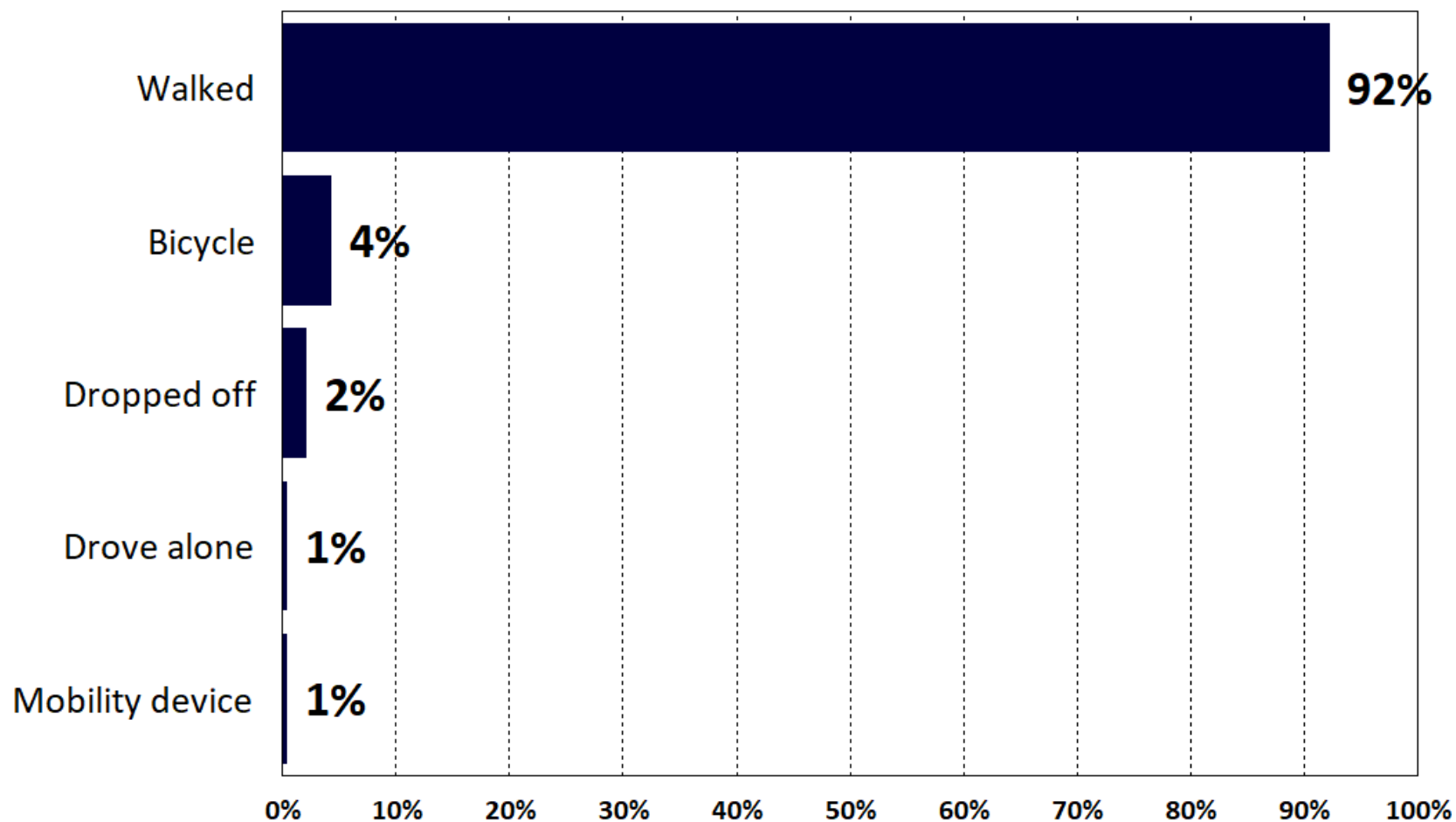
## Q5. What primary purposes do you ride EMBARK Norman most frequently?

by percentage of riders (multiple items could be selected)



## Q6. How did you get from your home to the nearest bus stop?

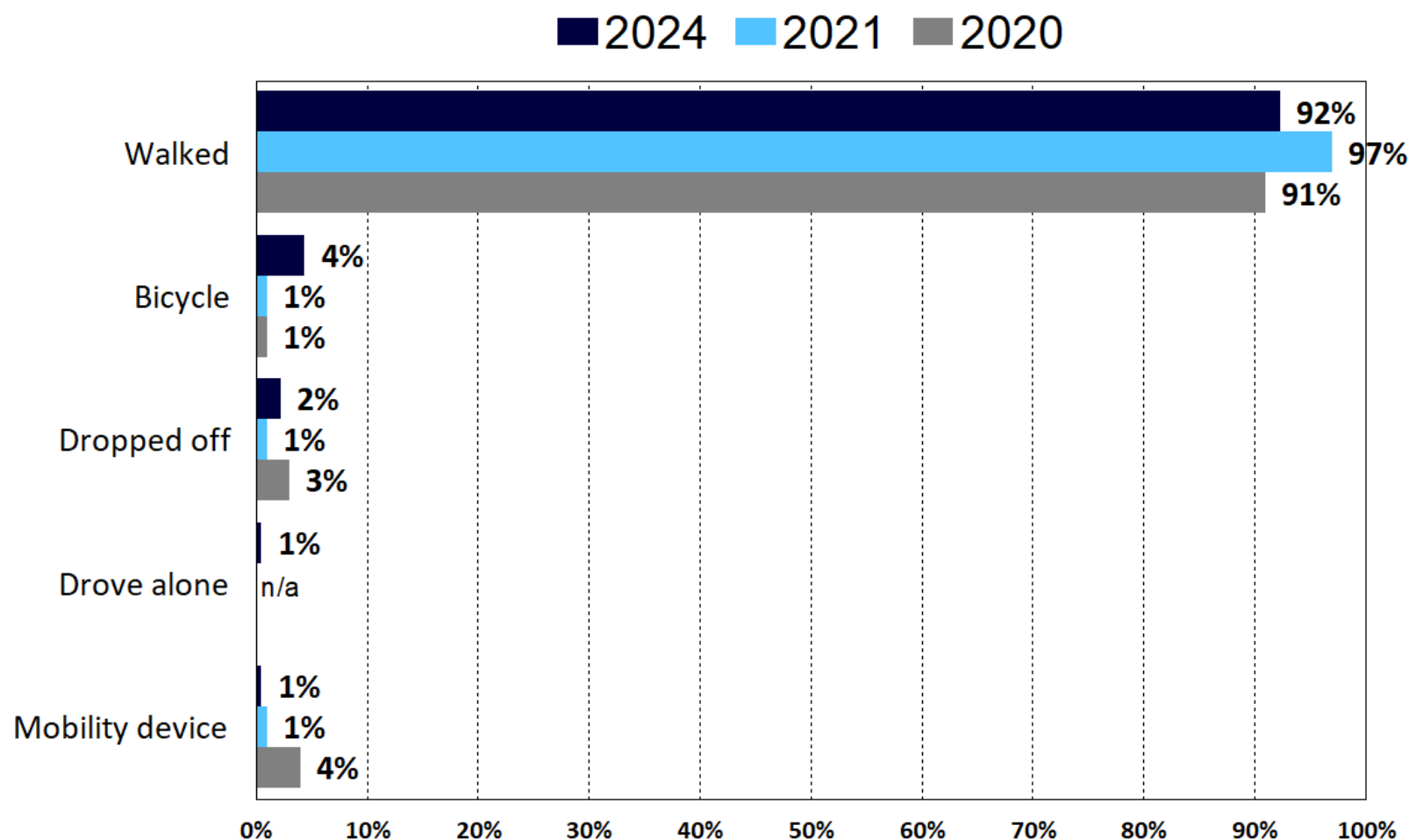
by percentage of riders (excluding "not provided" responses)



**Trends**  
2024  
v.  
2021

## Q6. How did you get from your home to the nearest bus stop

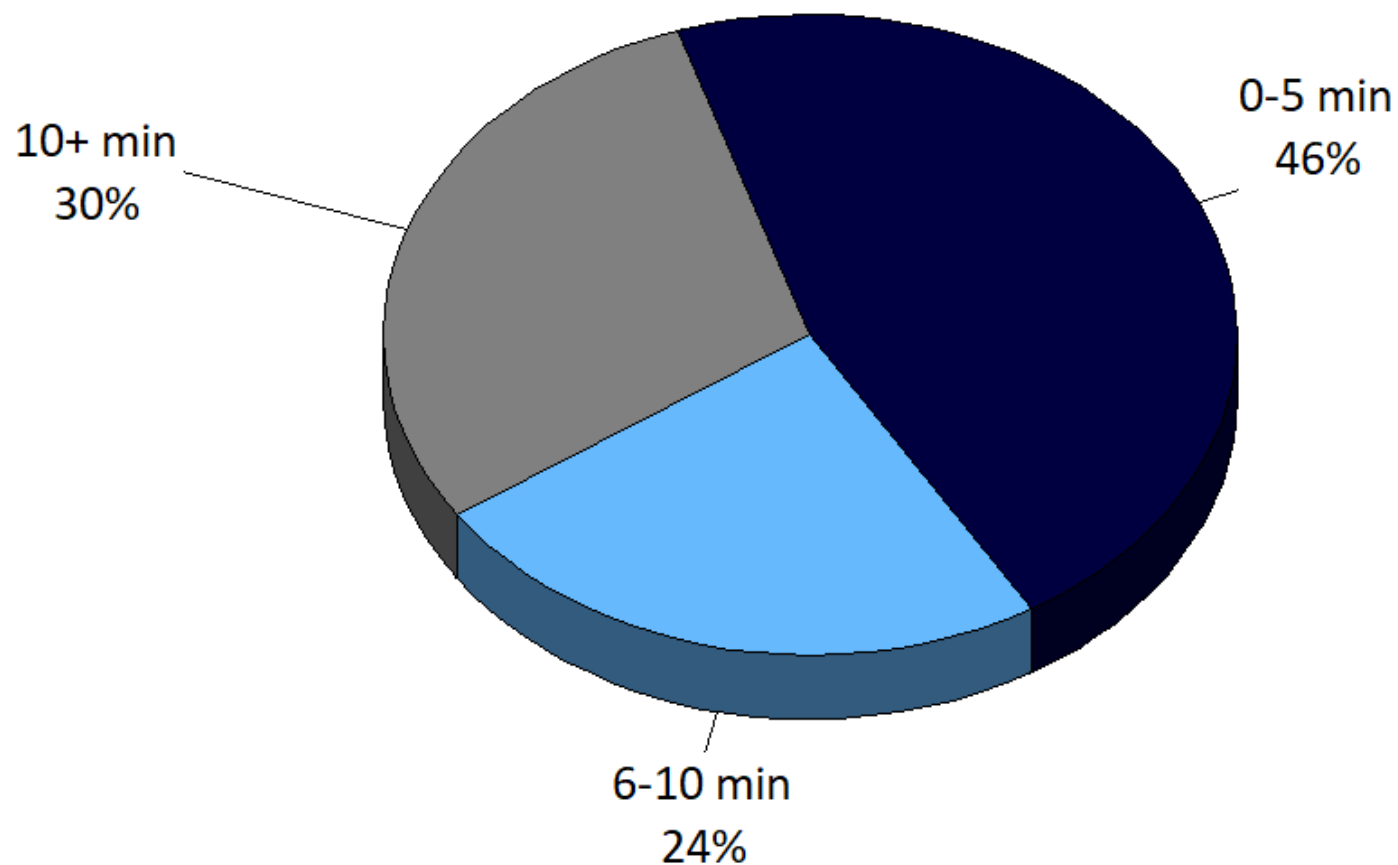
by percentage of riders (excluding “not provided” responses)





## Q6a. (If walked) How many minutes did you walk?

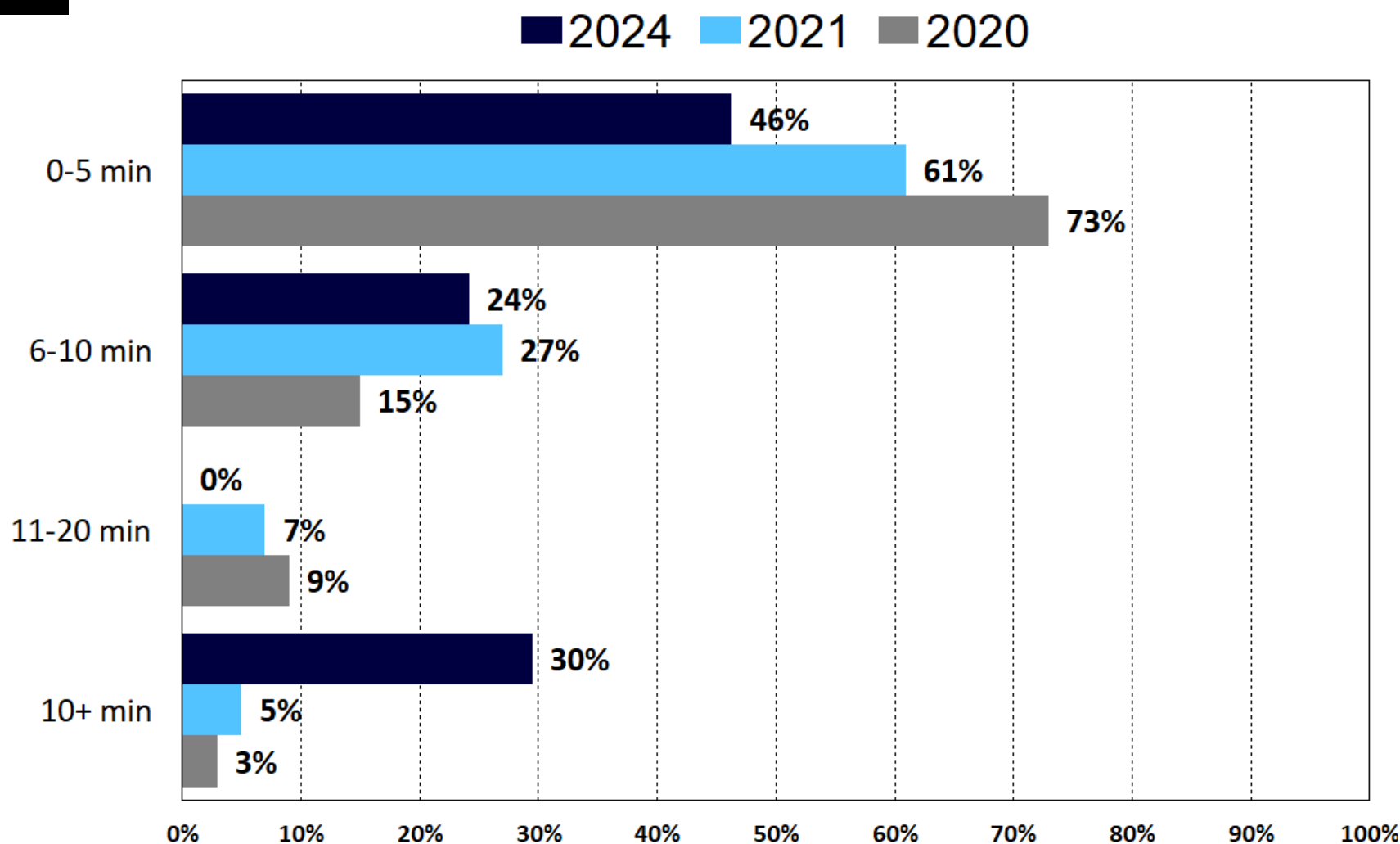
by percentage of riders (excluding “not provided” responses)



**Trends****2024  
v.  
2020 &  
2021**

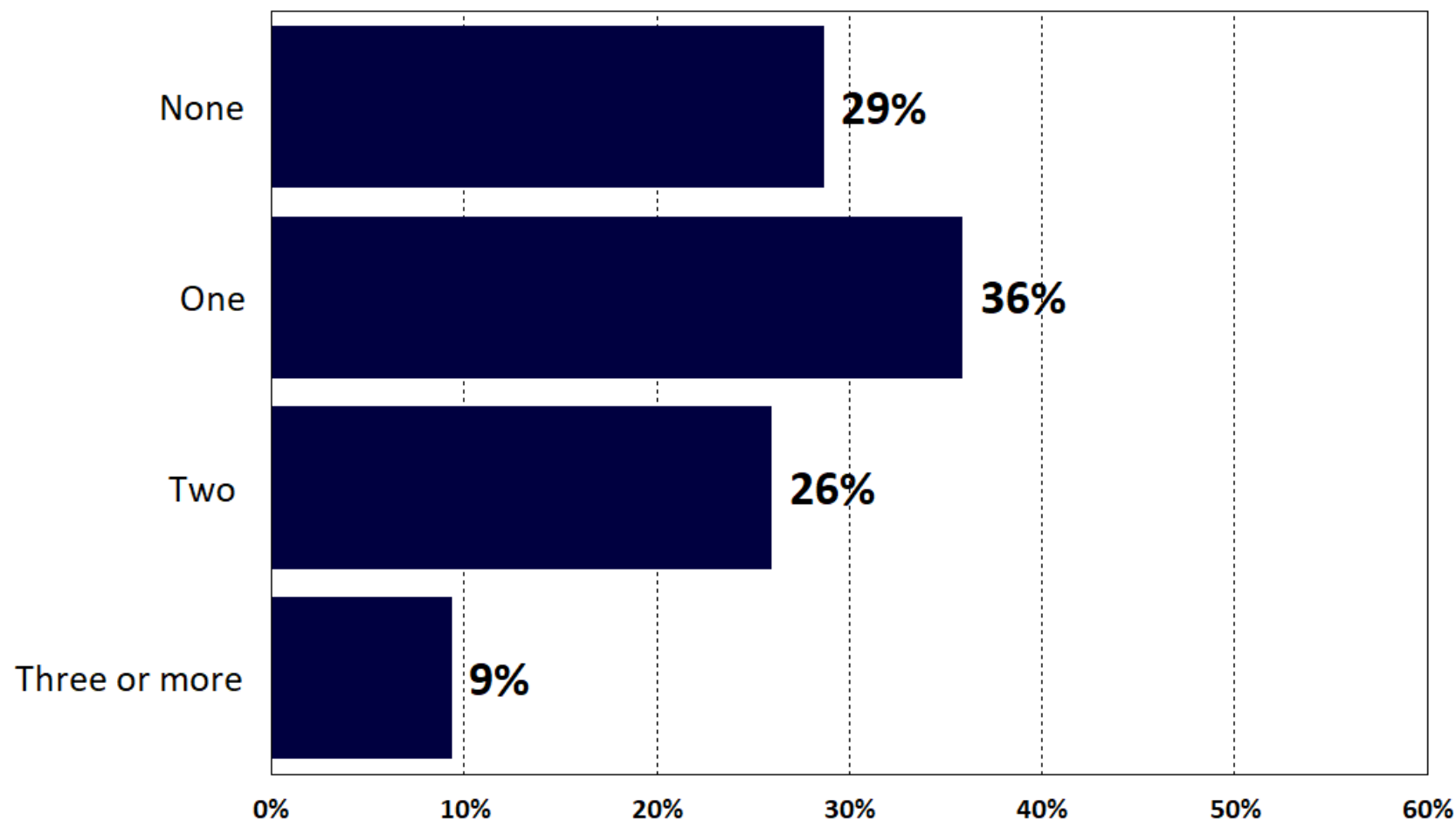
# Q6a. (If walked) How many minutes did you walk?

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



## Q7. How many transfers will you make to reach your destination?

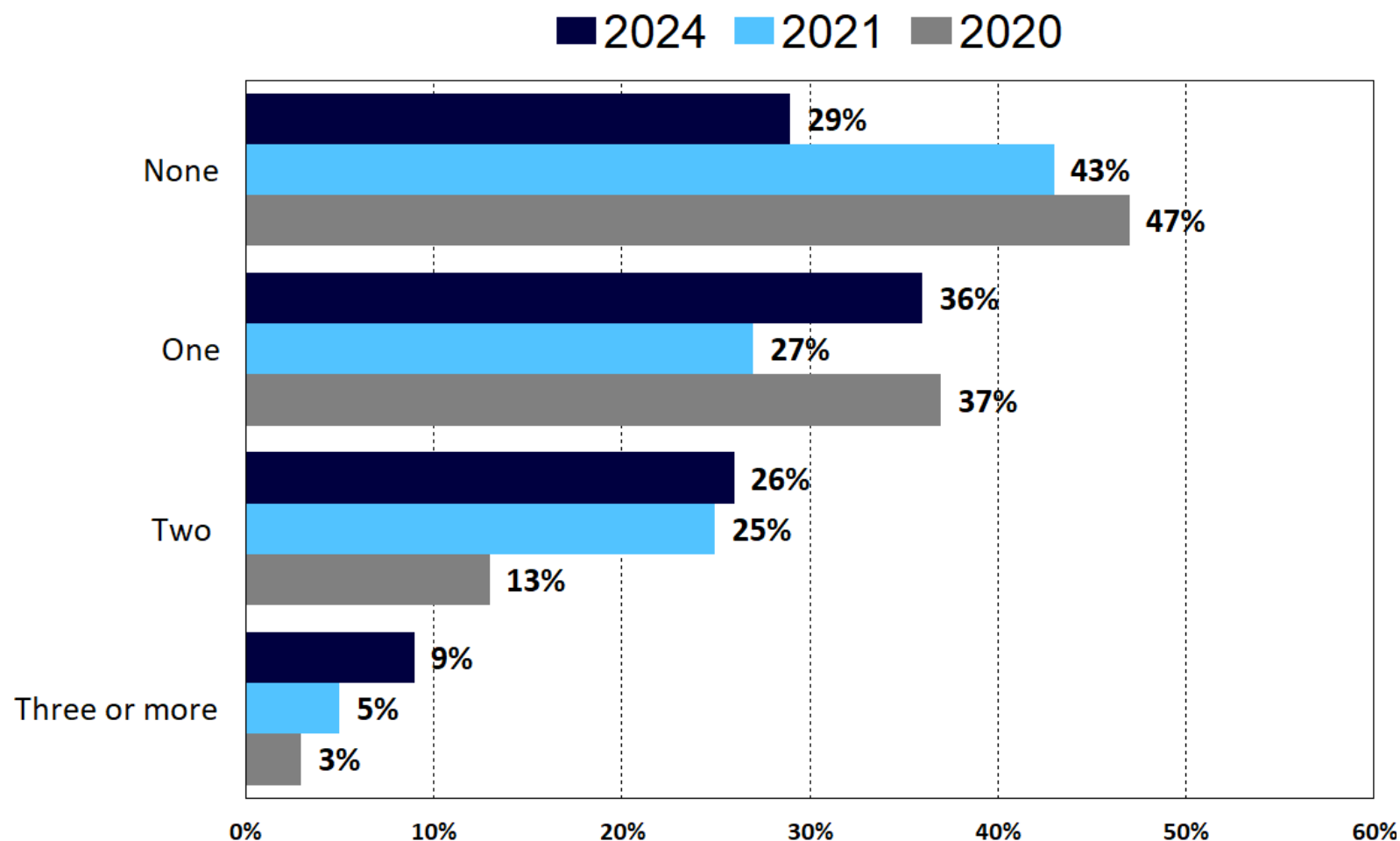
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2021

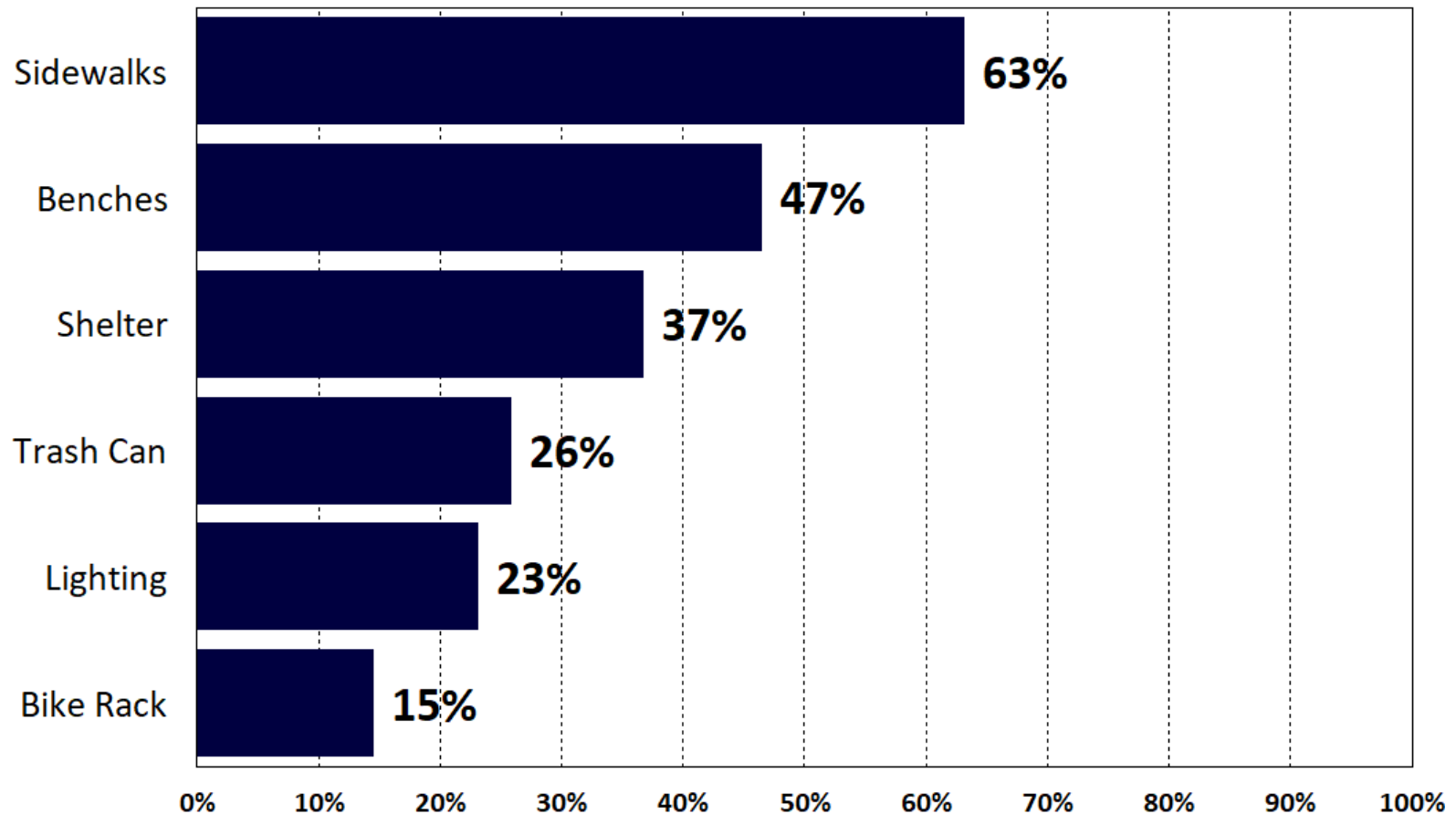
## Q7. How many transfers will you make to reach your destination?

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



## Q8. Does your primary boarding stop have any of the following amenities?

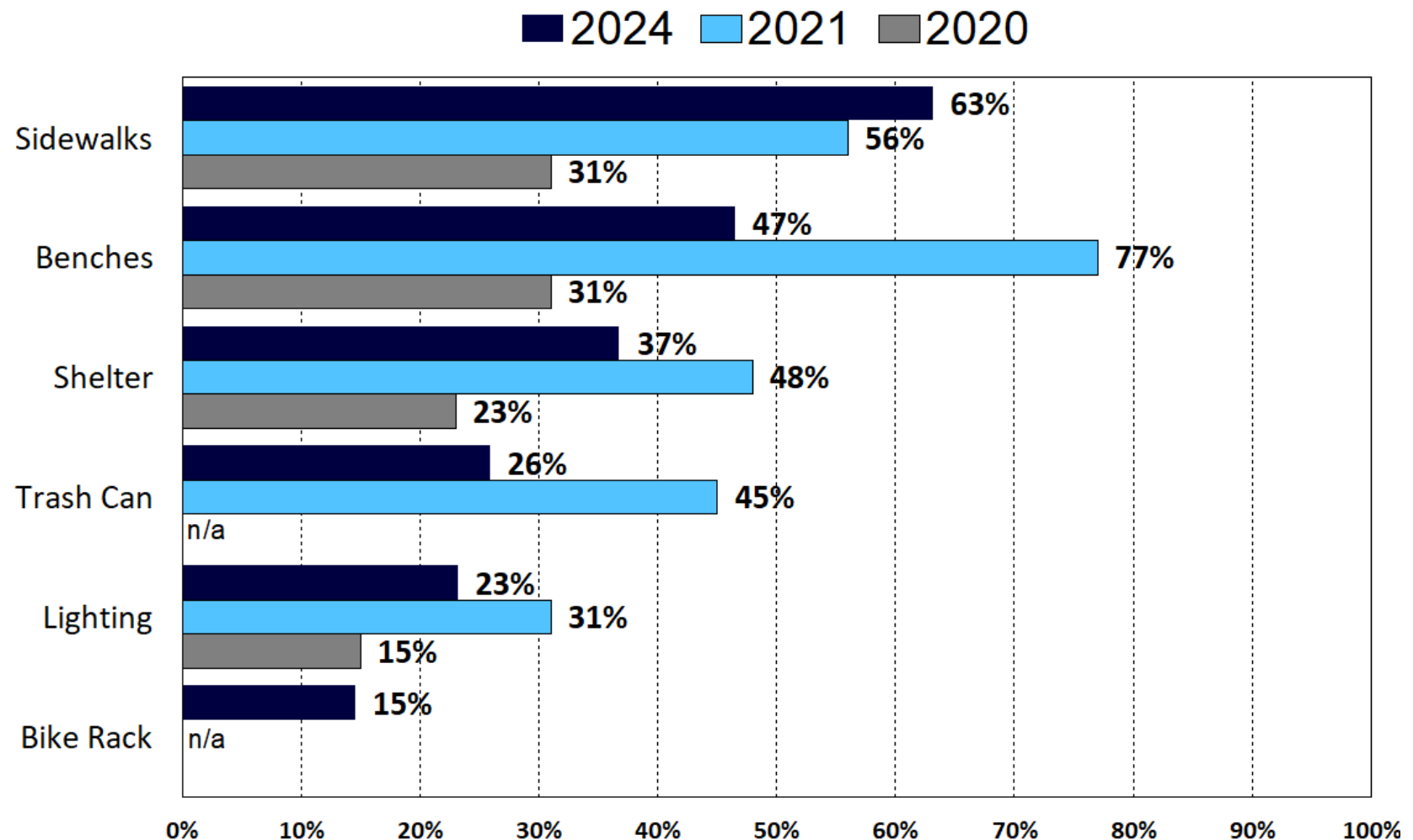
by percentage of riders (multiple choices could be selected)



**Trends**  
2024  
v.  
2021

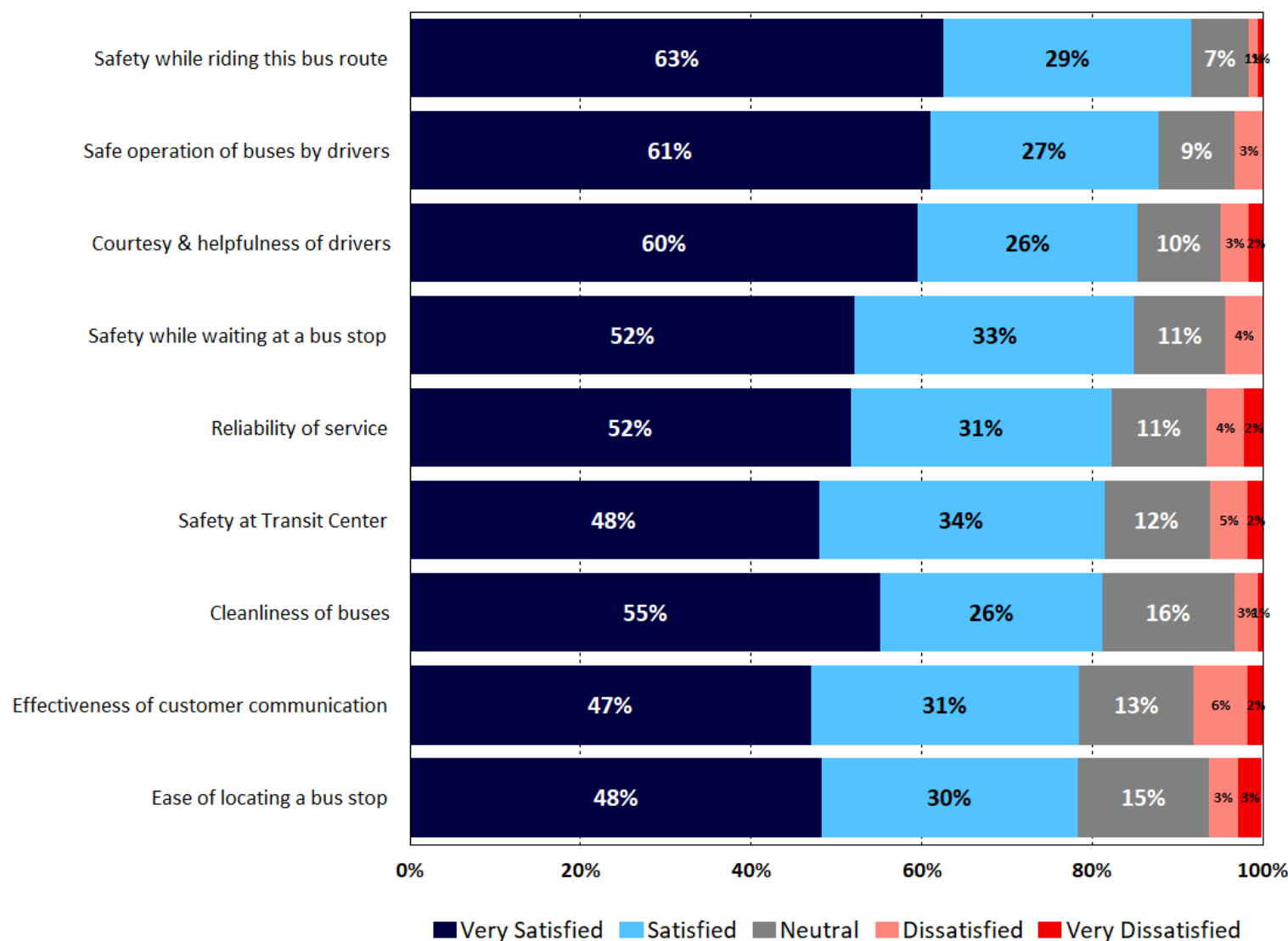
## Q8. Does your primary boarding stop have any of the following amenities?

by percentage of riders (multiple choices could be selected)



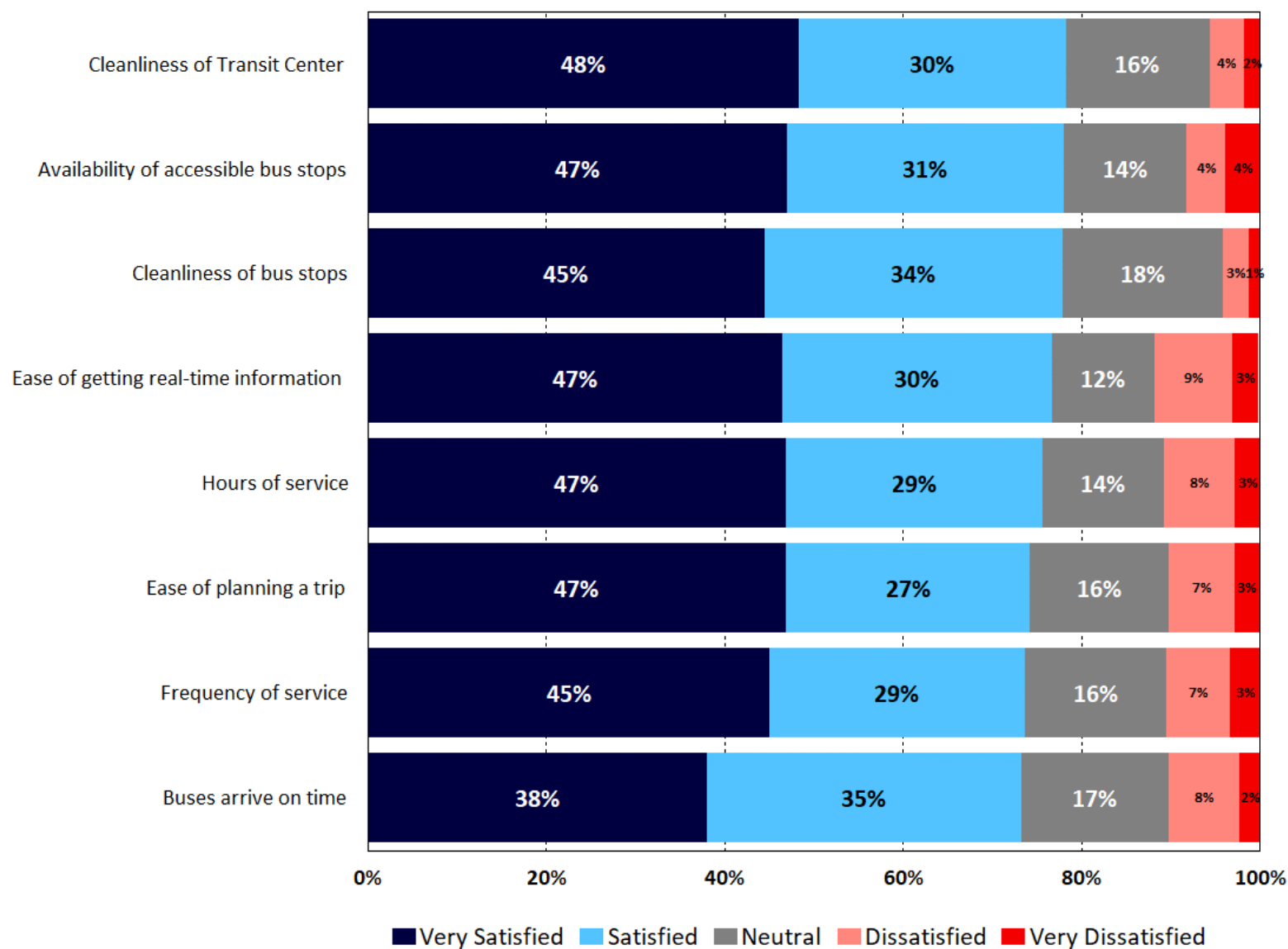
## Q9. Level of Satisfaction with Various Bus Services

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



## Q9. Level of Satisfaction with Various Bus Services (Cont.)

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





**Trends**

2024

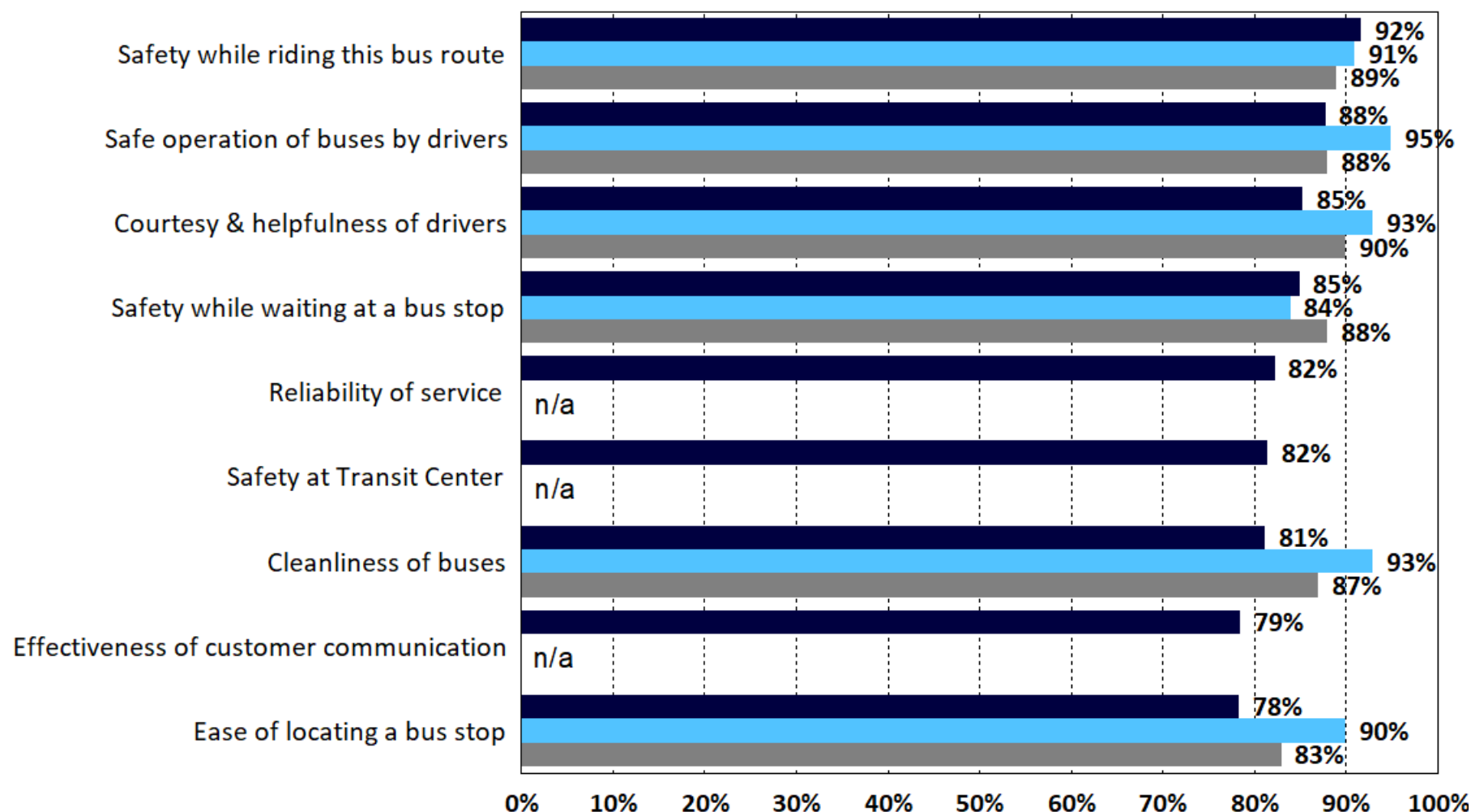
v.

2021

# Q9. Level of satisfaction with various bus services

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

2024 2021 2020



**Trends**

2024

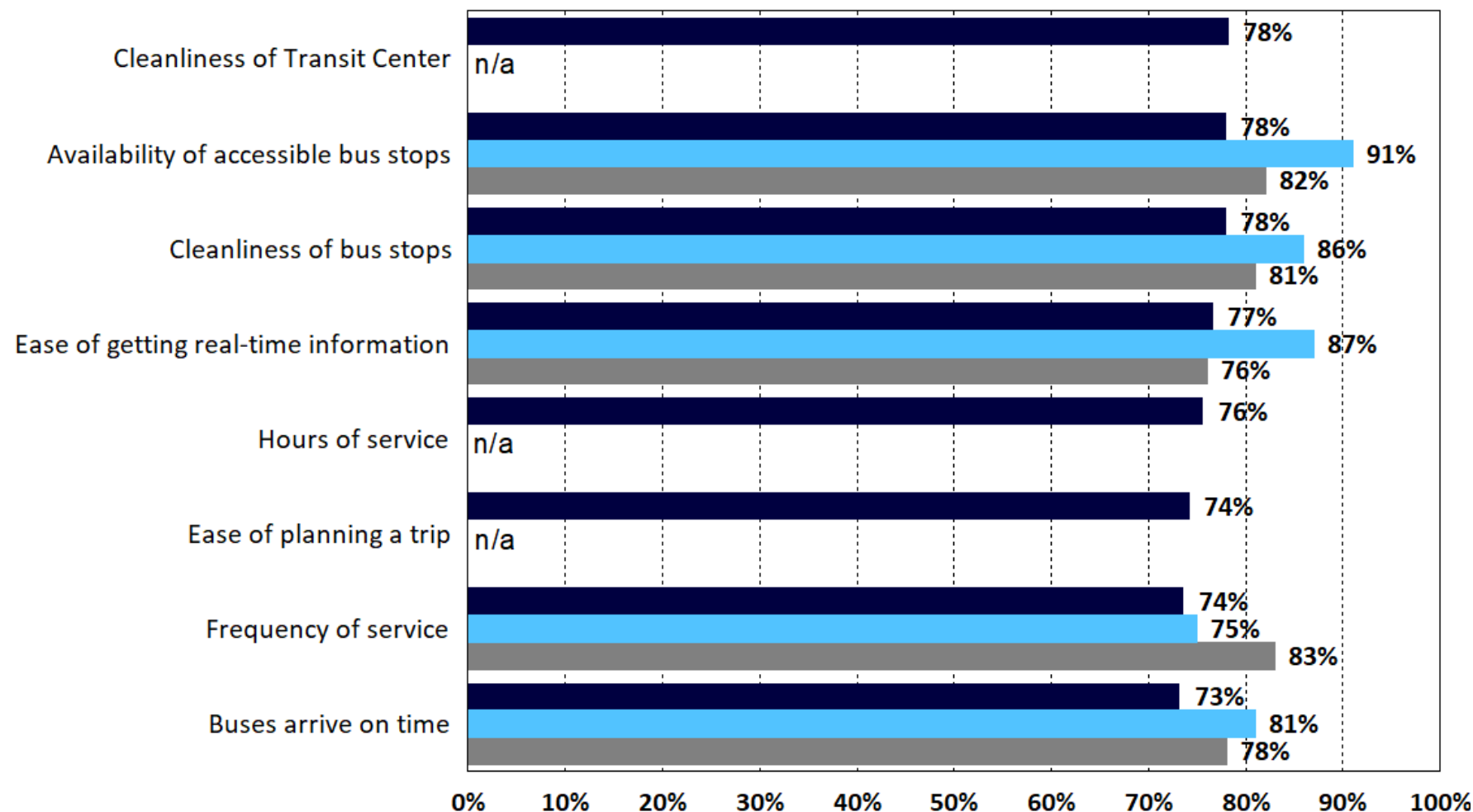
v.

2021

# Q9. Level of satisfaction with various bus services (Cont.)

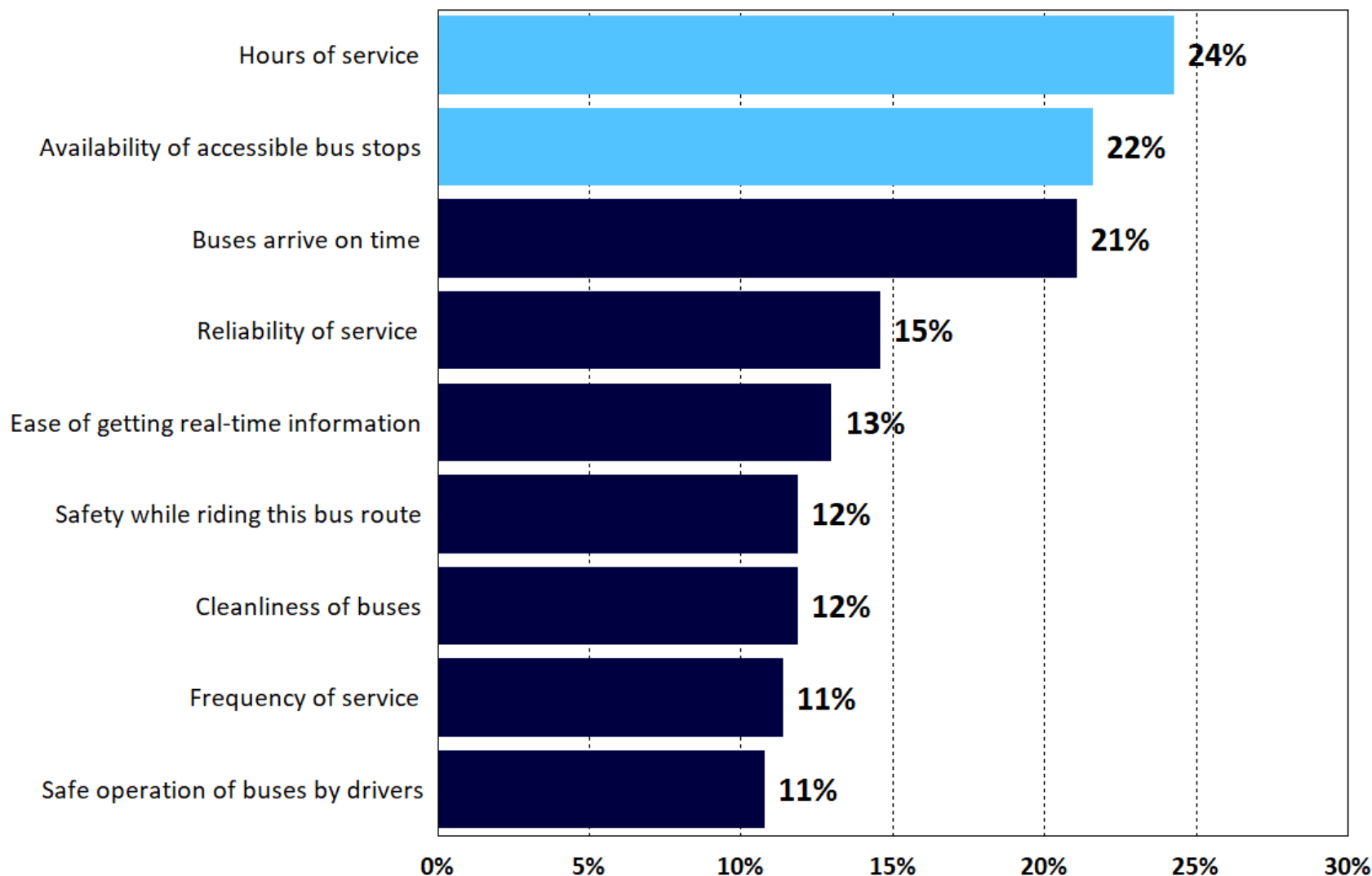
by sum percentage of riders who were either very satisfied or satisfied with the service  
(excluding "don't know" responses)

■ 2024 ■ 2021 ■ 2020



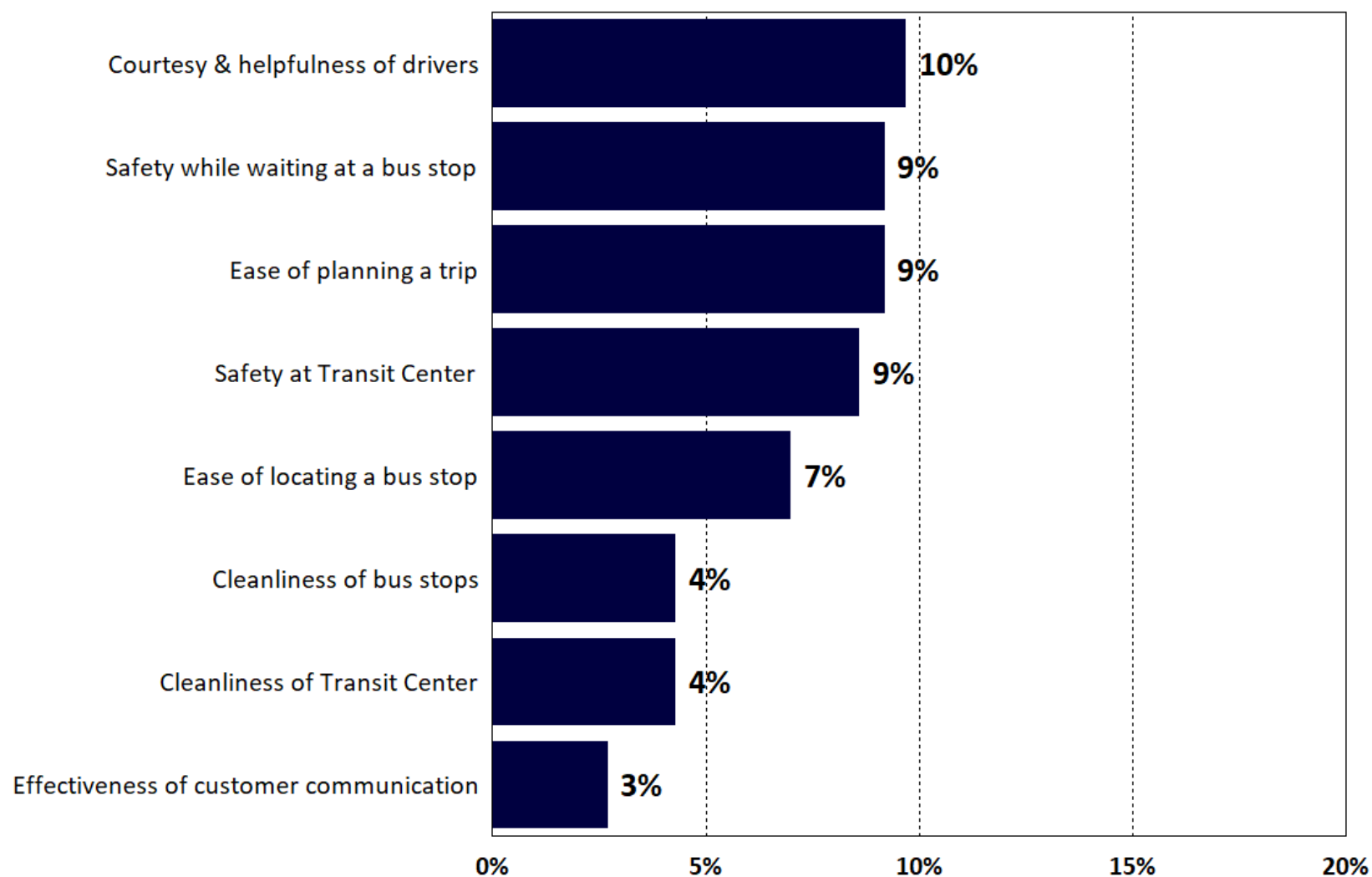
## Q9a. Bus Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices



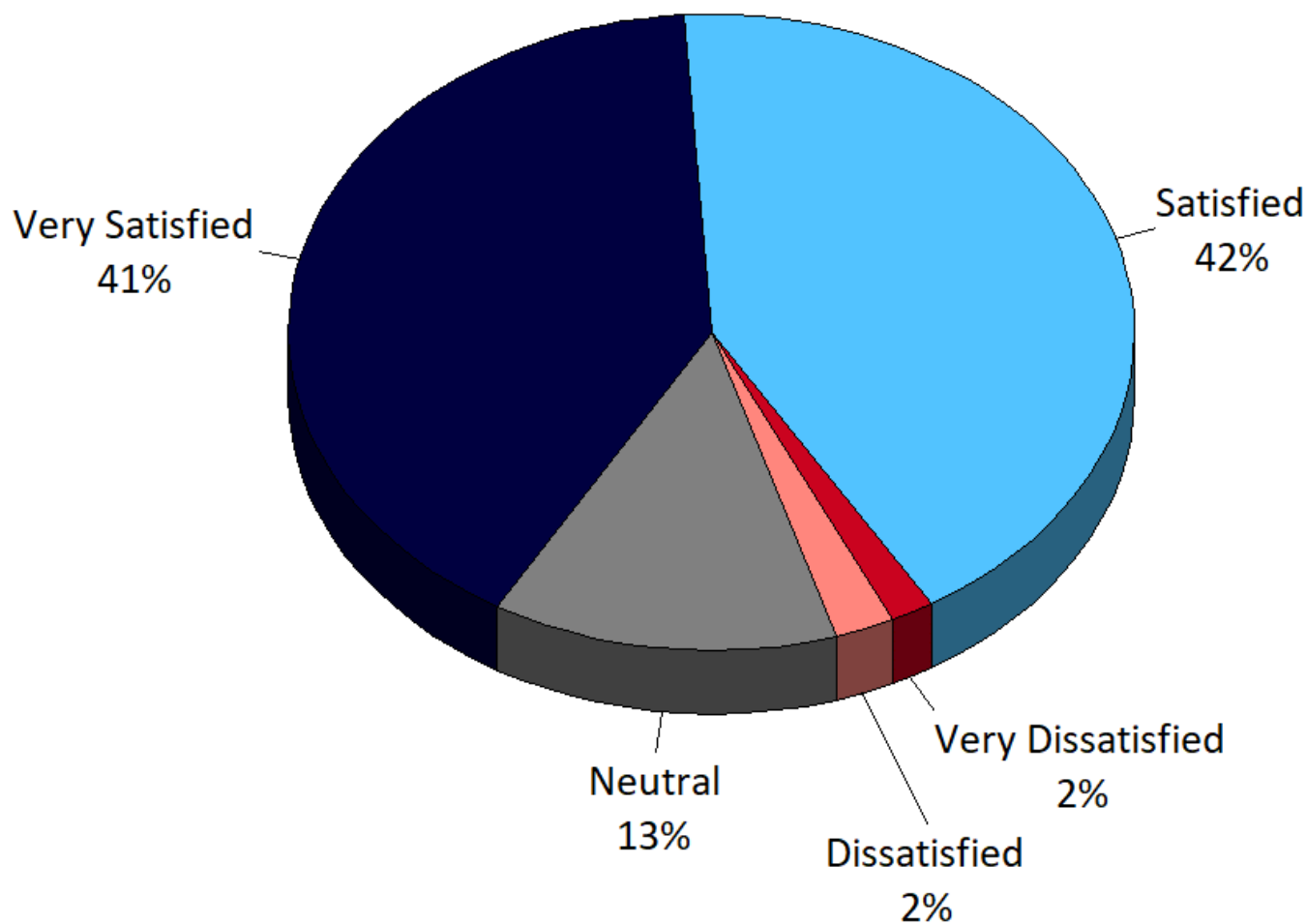
## Q9a. Bus Service Items That Are Most Important to Riders (Cont.)

by sum percentage of respondents top three choices



## Q10. Overall, how satisfied are you with EMBARK Norman service?

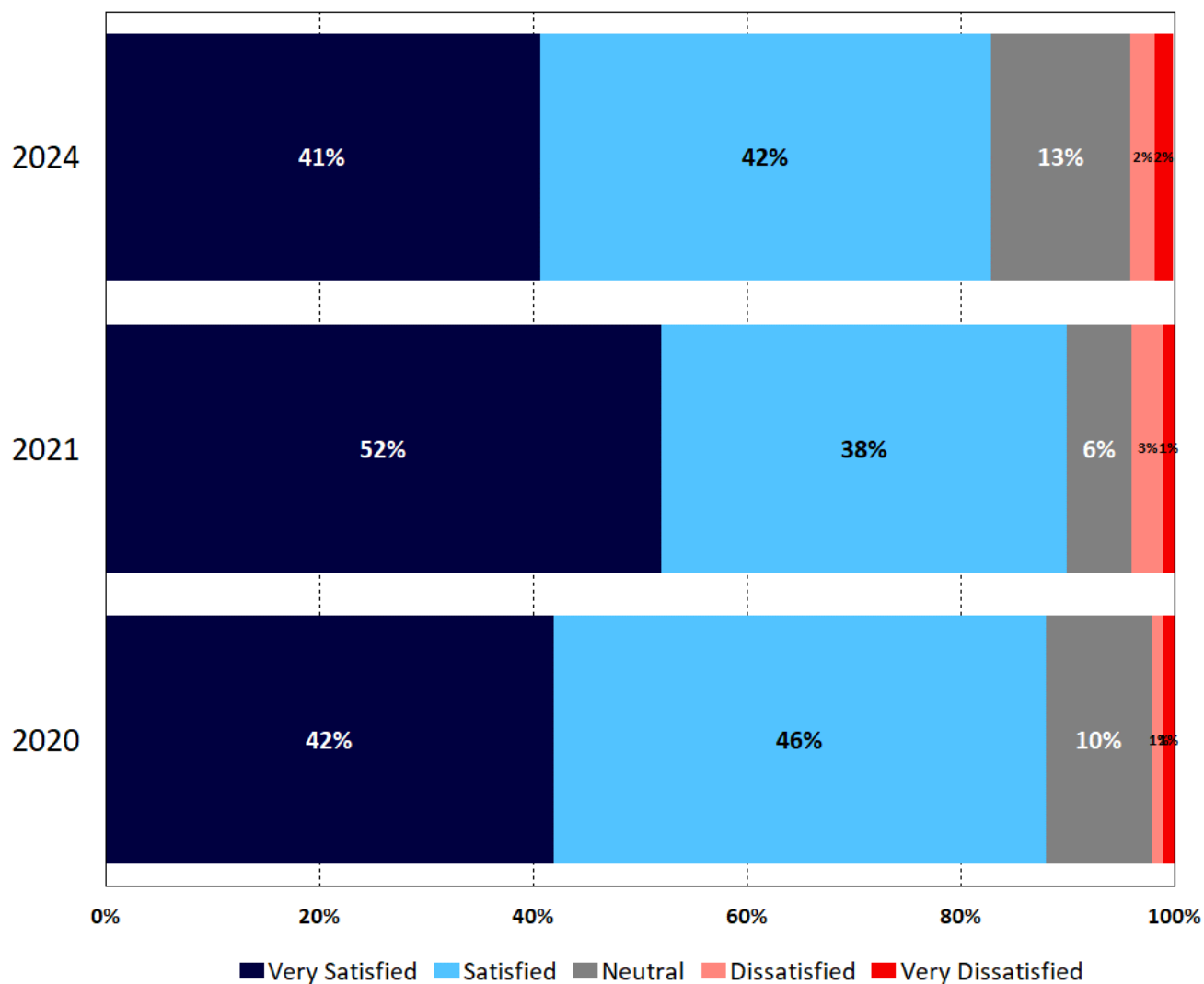
by percentage of riders (excluding “not provided” responses)



**Trends**  
2024  
v.  
2021

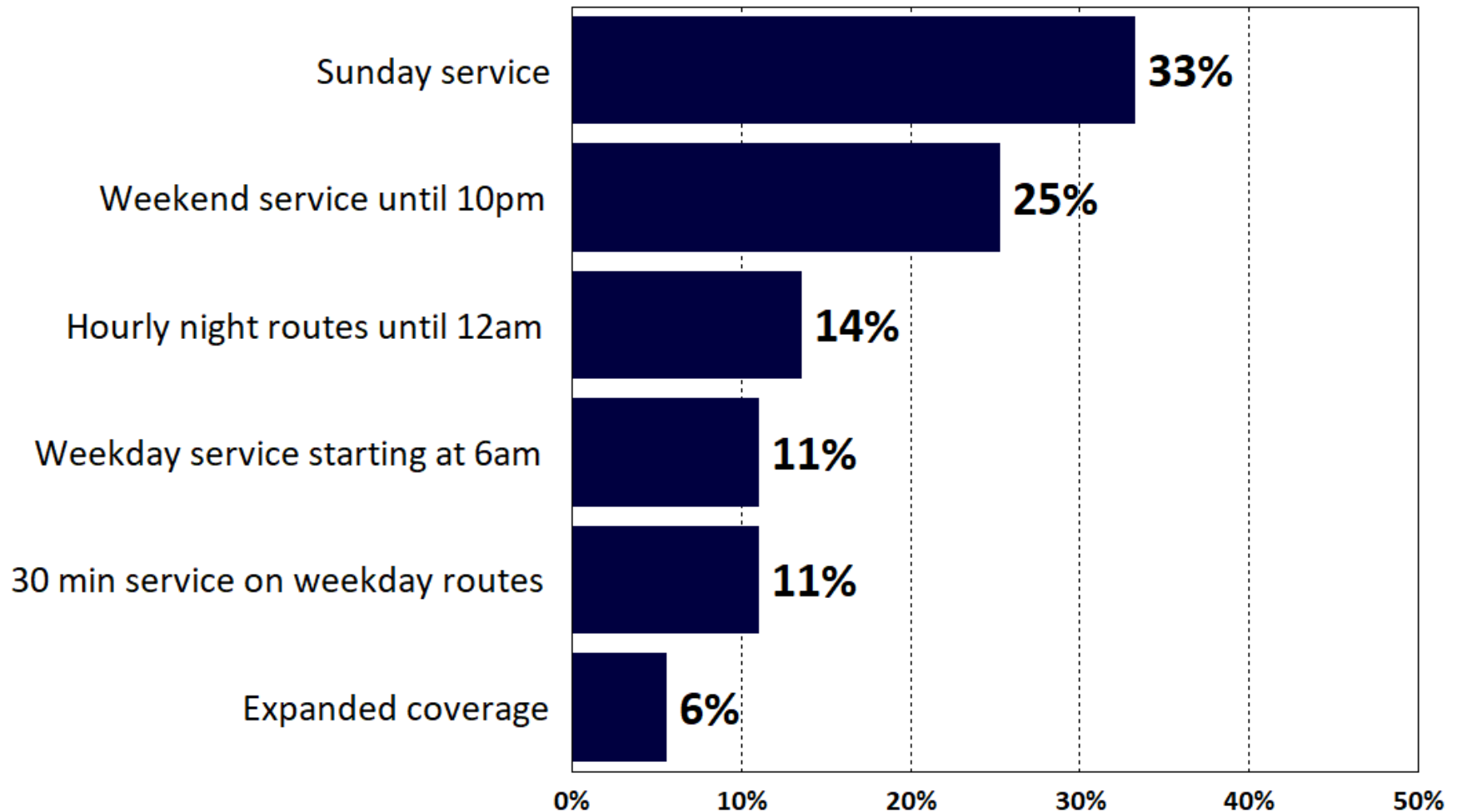
## Q10. Overall, how satisfied are you with EMBARK Norman service?

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



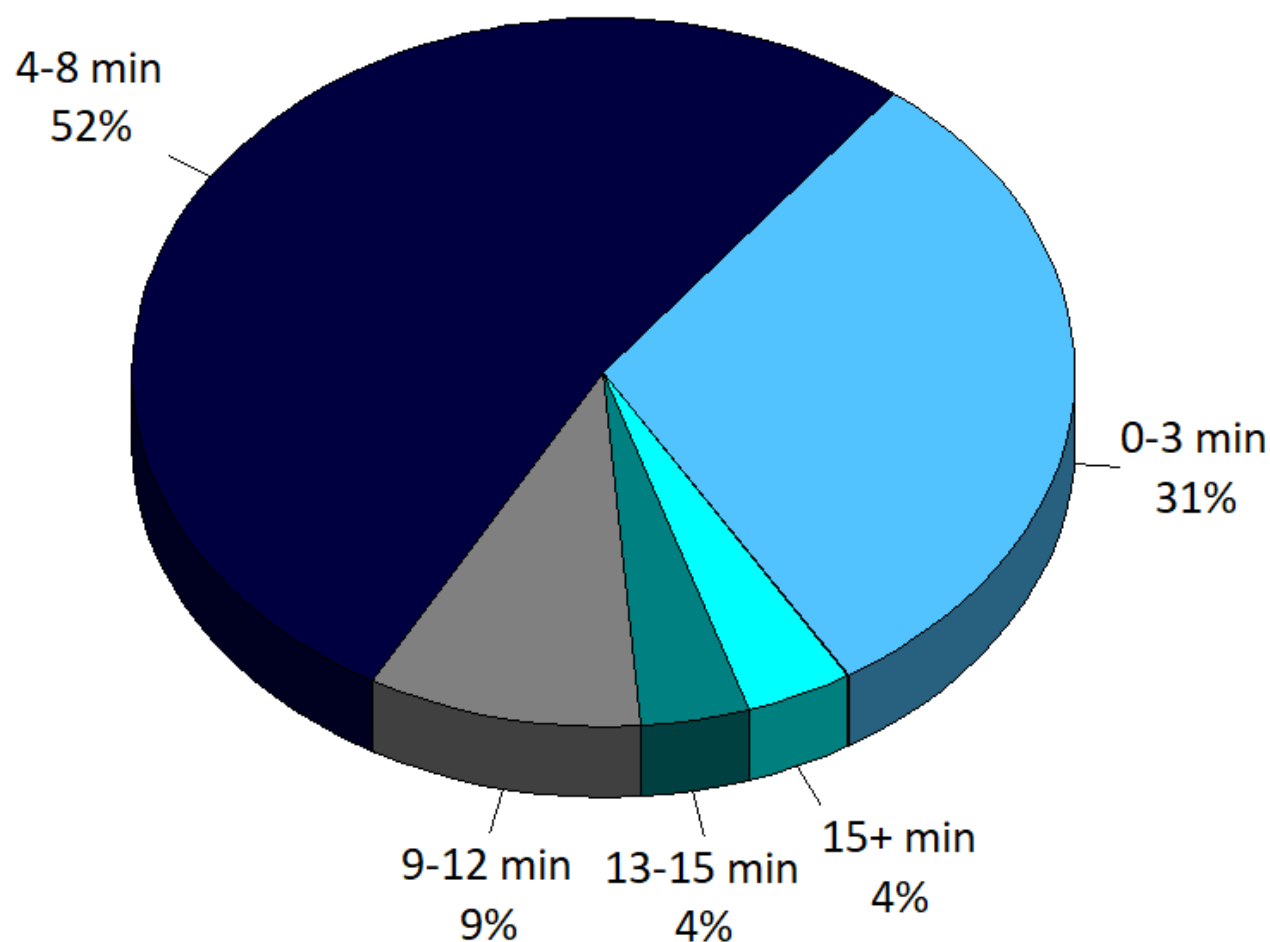
## Q11. What ONE improvement would you like to see in transit service here in the area?

by percentage of riders (excluding "none selected" responses)



## Q12. How many minutes is acceptable for a bus to depart beyond its scheduled time?

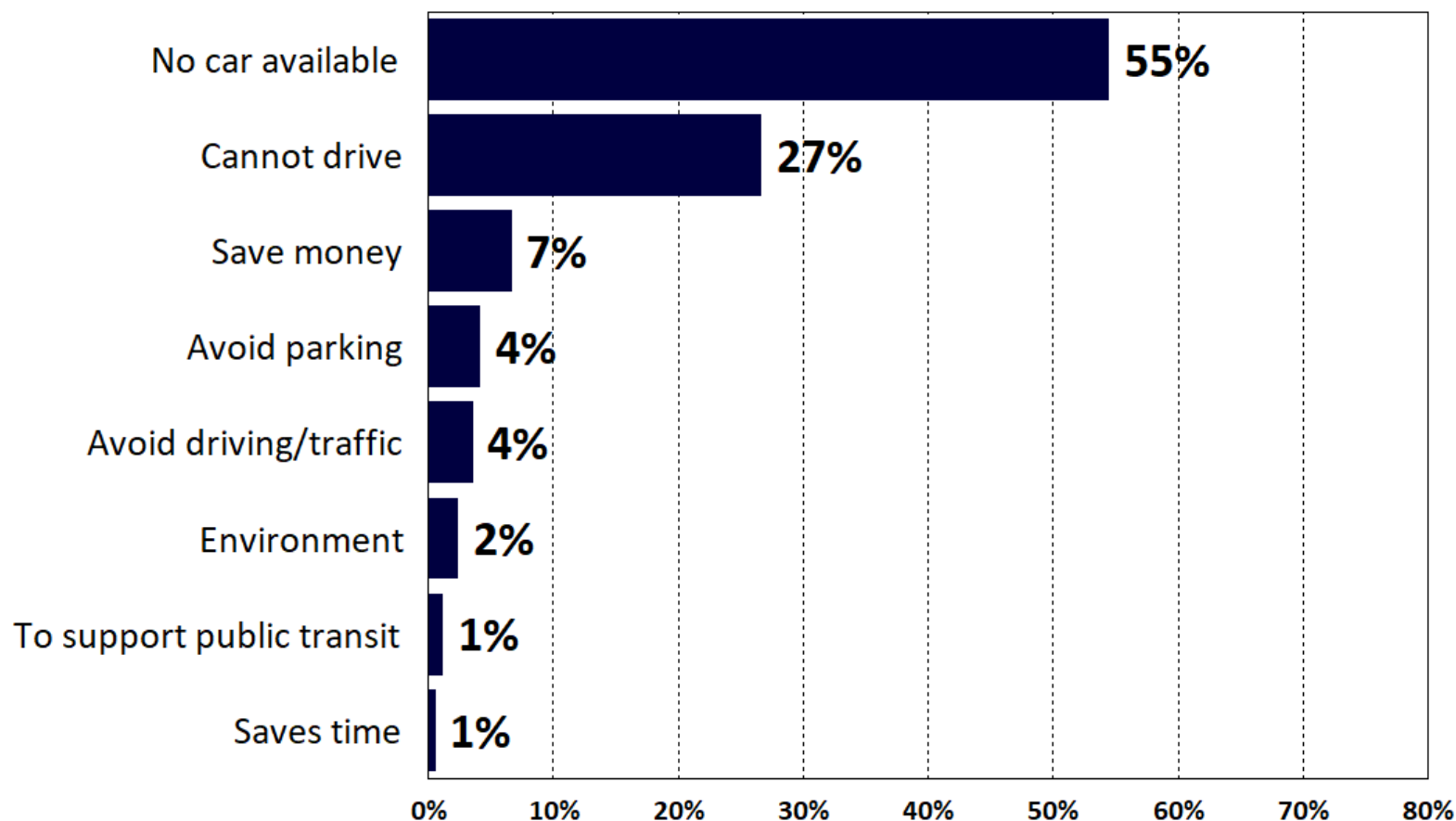
by percentage of riders (excluding "not provided" responses)





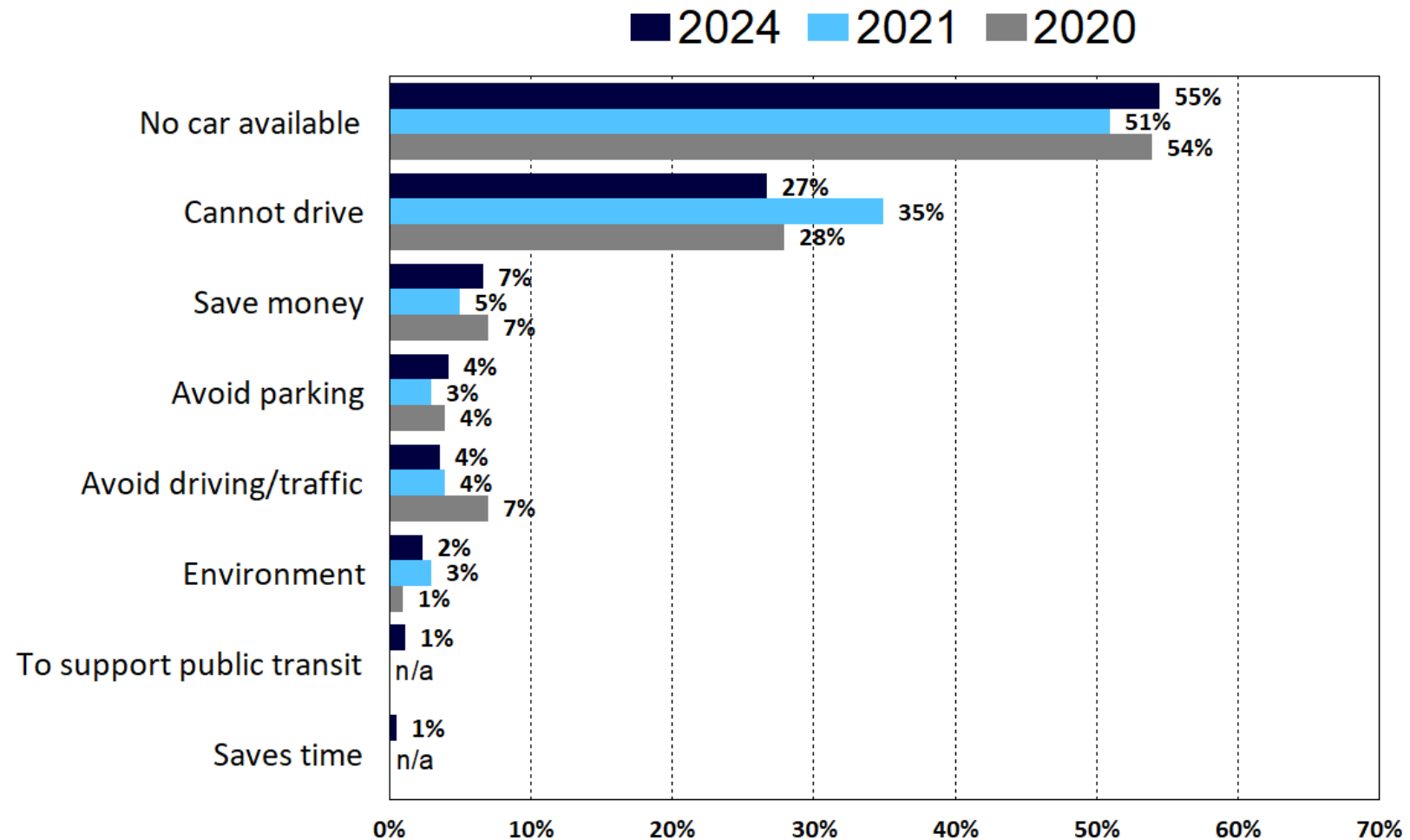
## Q13. What is the primary reason you use EMBARK Norman?

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



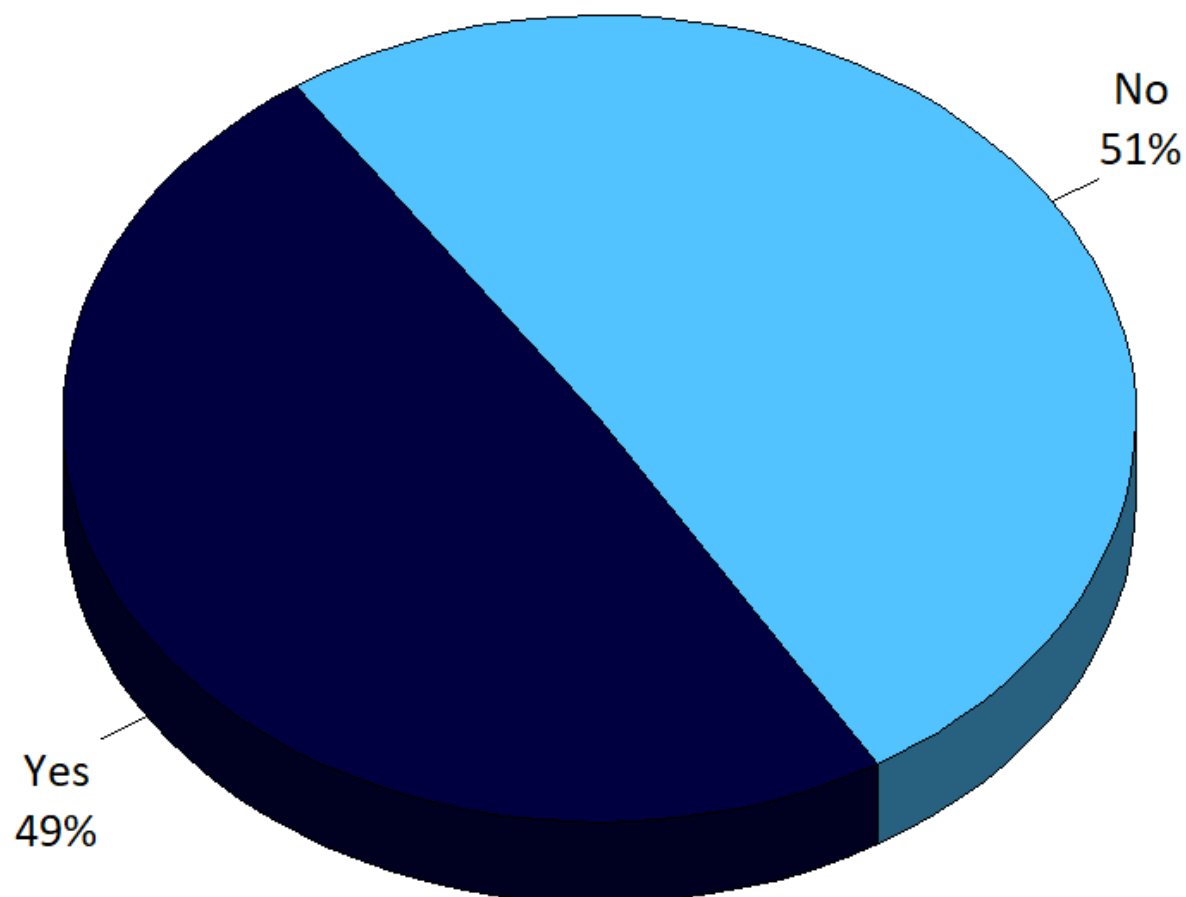
## Q13. What is the primary reason you use EMBARK Norman?

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



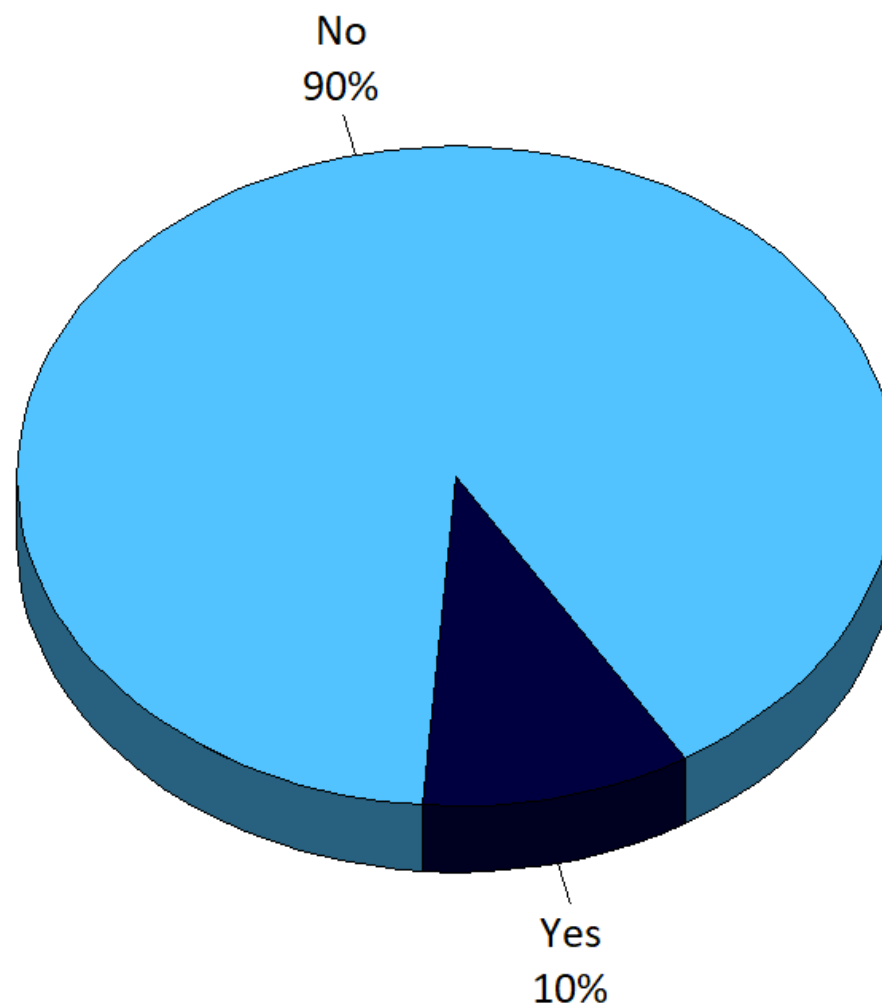
## Q14. Do you have a valid driver's license?

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



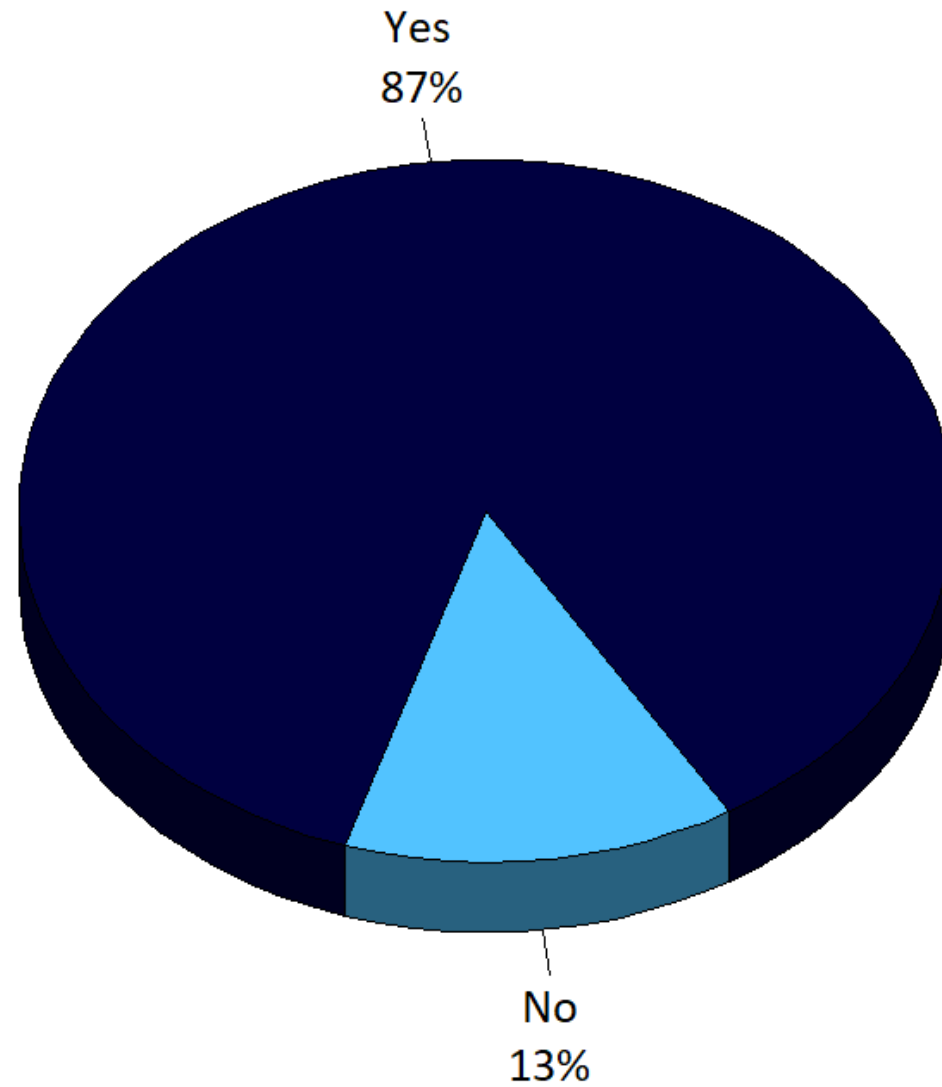
## Q15. Do you have a working vehicle that you could have used instead today?

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



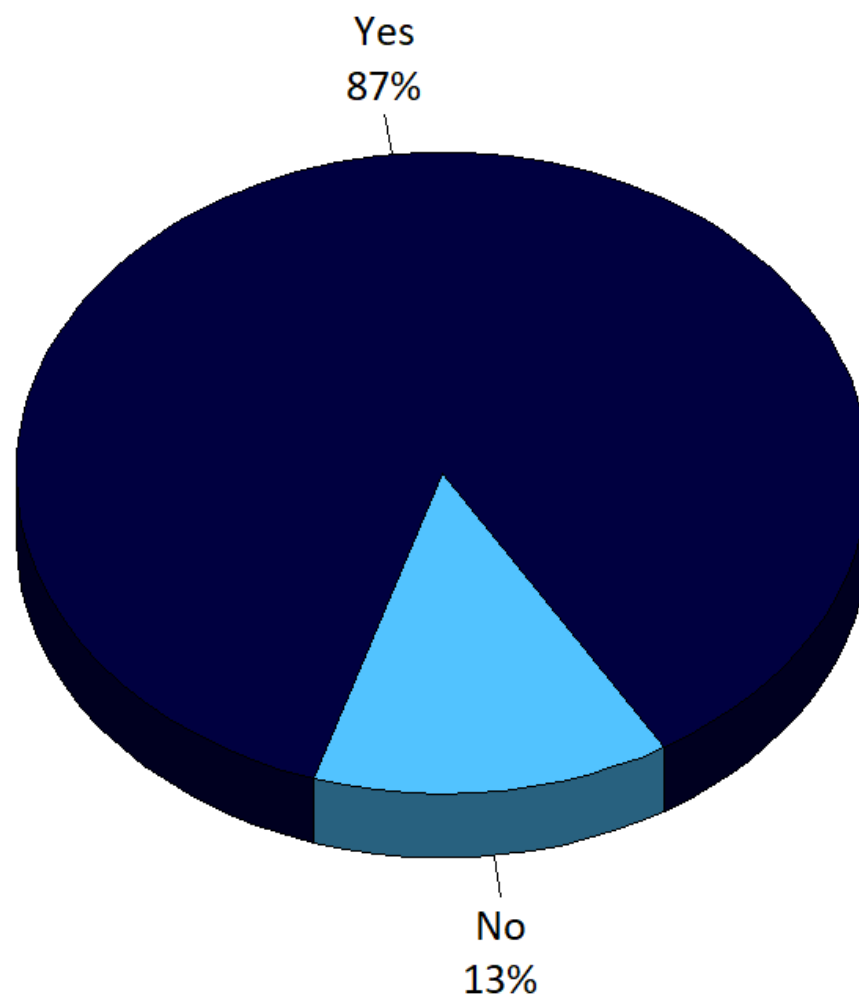
## Q16. Do you currently have access to a mobile smartphone?

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



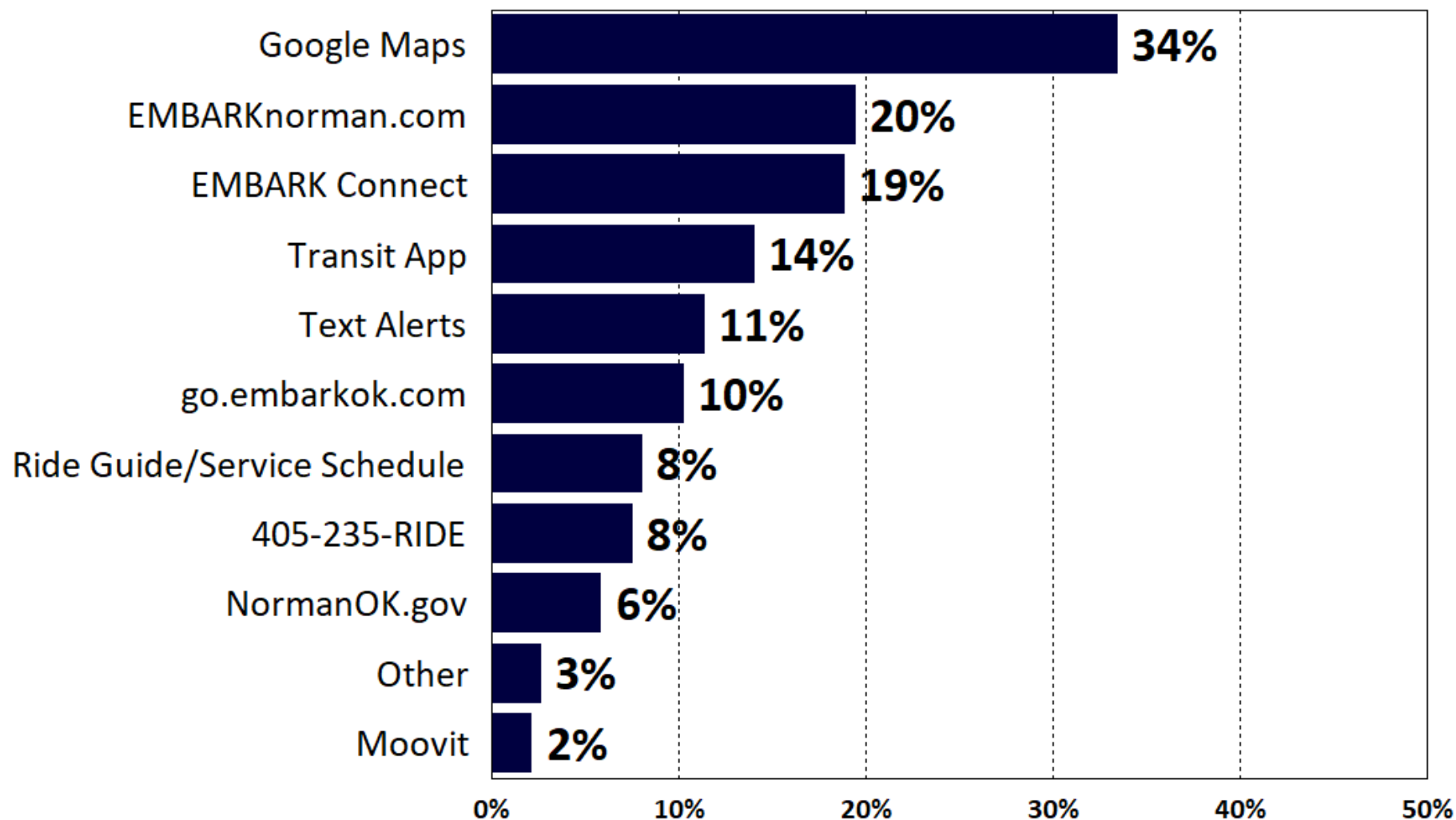
## Q16a. If “Yes,” does it have a data plan?

by percentage of riders who have a smartphone (excluding “not provided” responses)



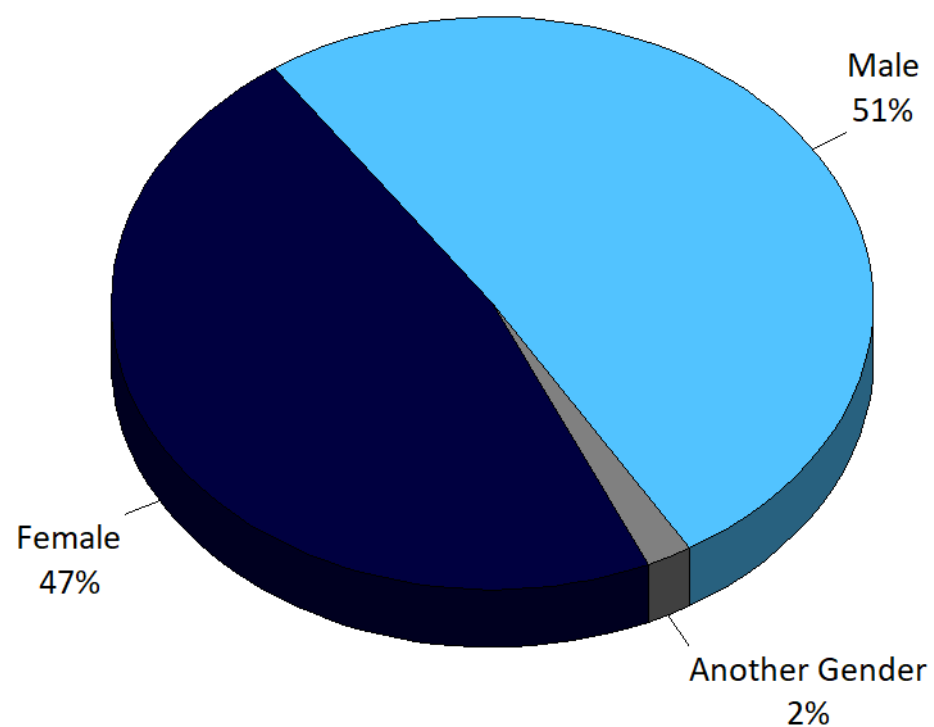
## Q17. Have you used any of these rider tools?

by percentage of riders (multiple items could be selected)



## Q18. What is your gender?

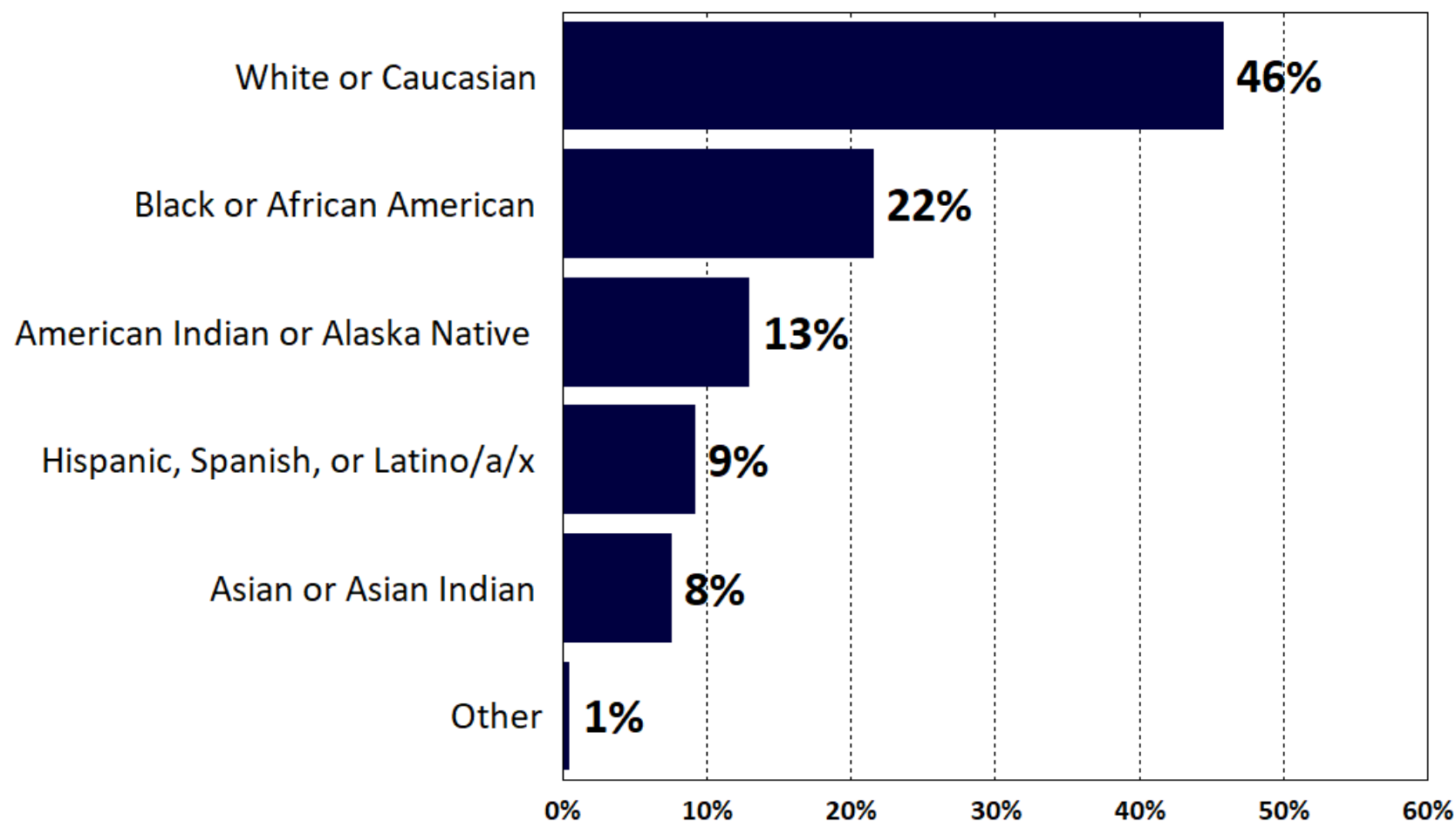
by percentage of riders (excluding “prefer not to answer” responses)





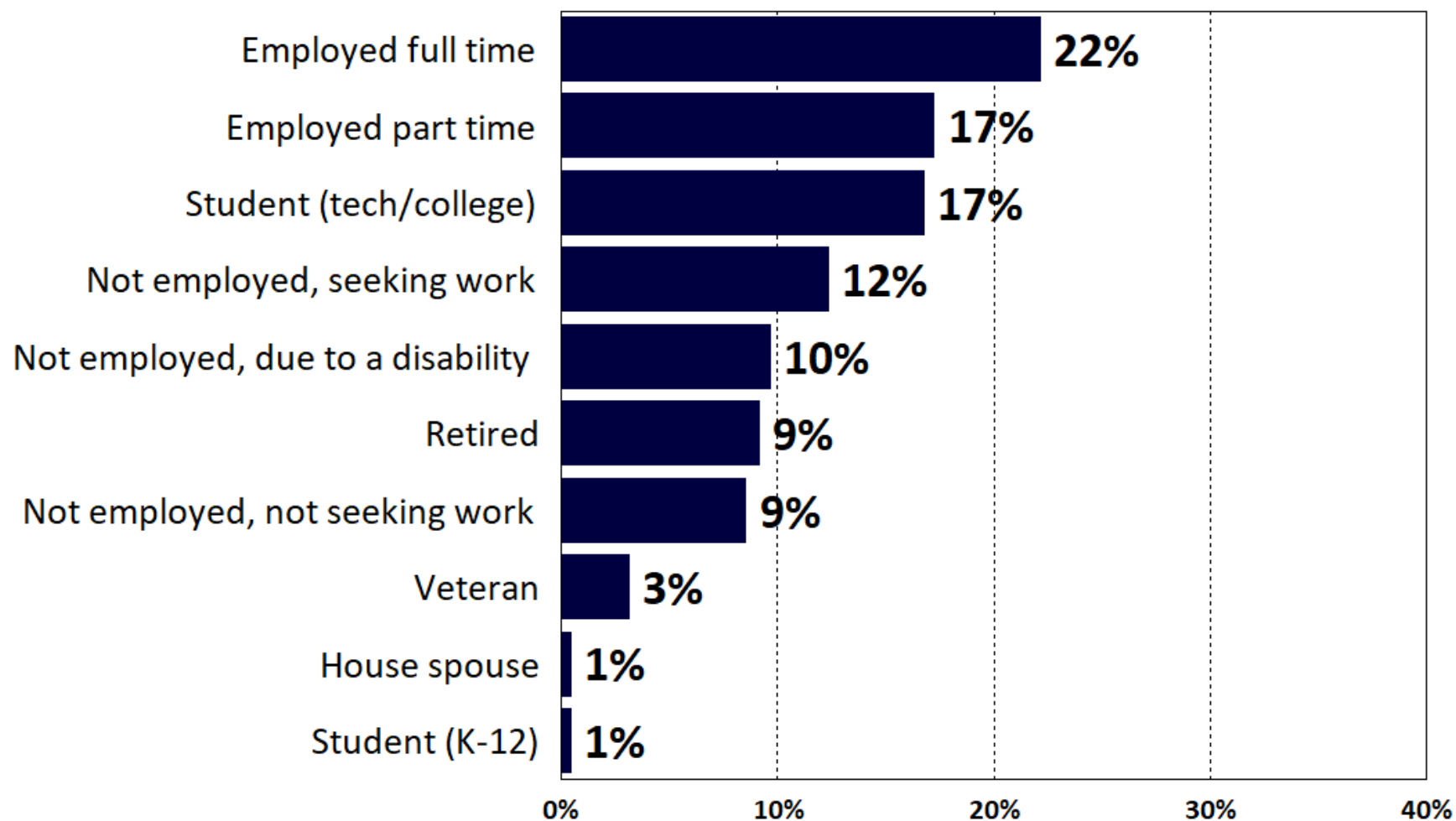
## Q19. What is your race?

by percentage of riders (multiple items could be selected)



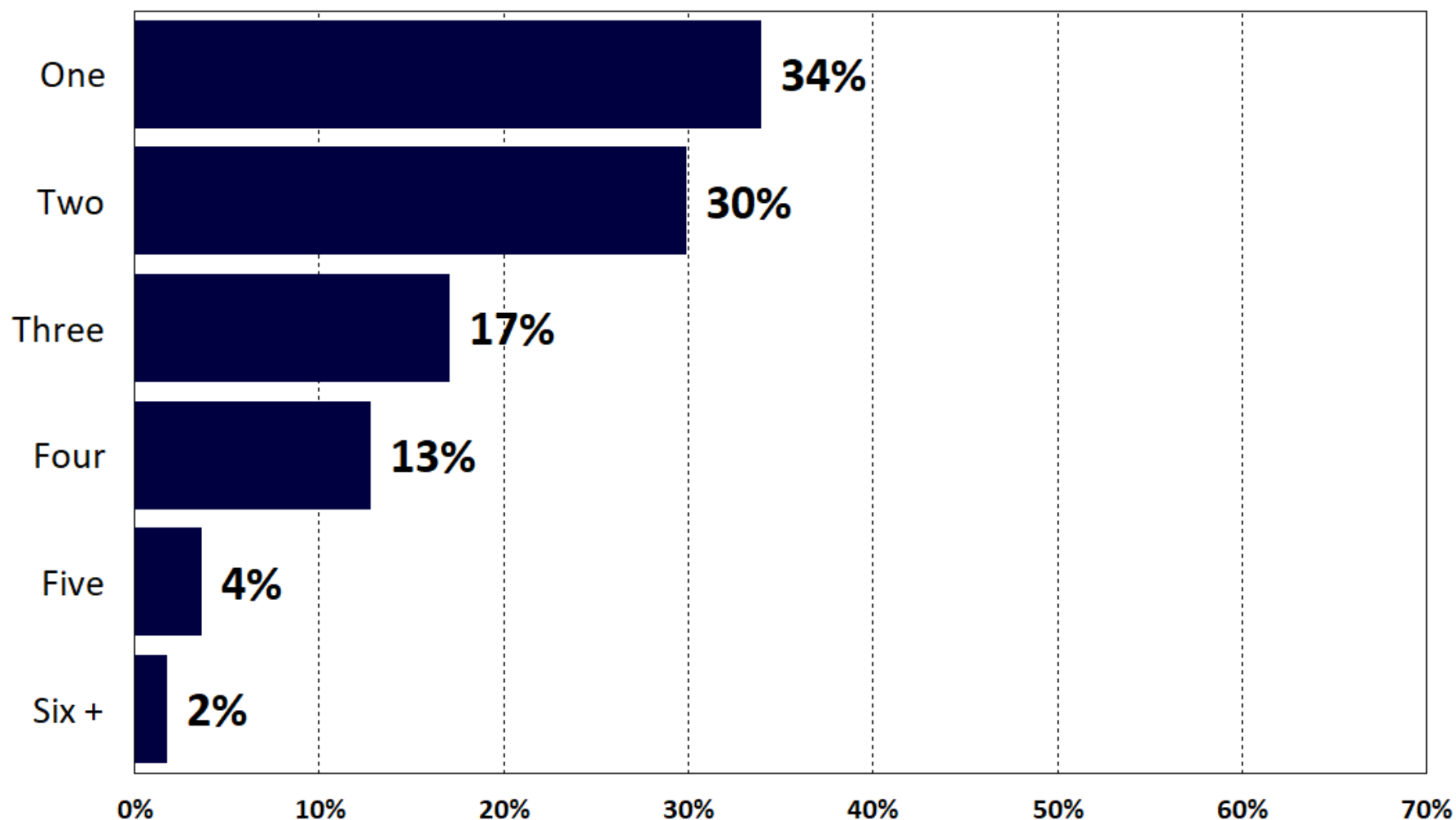
## Q20. Are you:

by percentage of riders (multiple items could be selected)



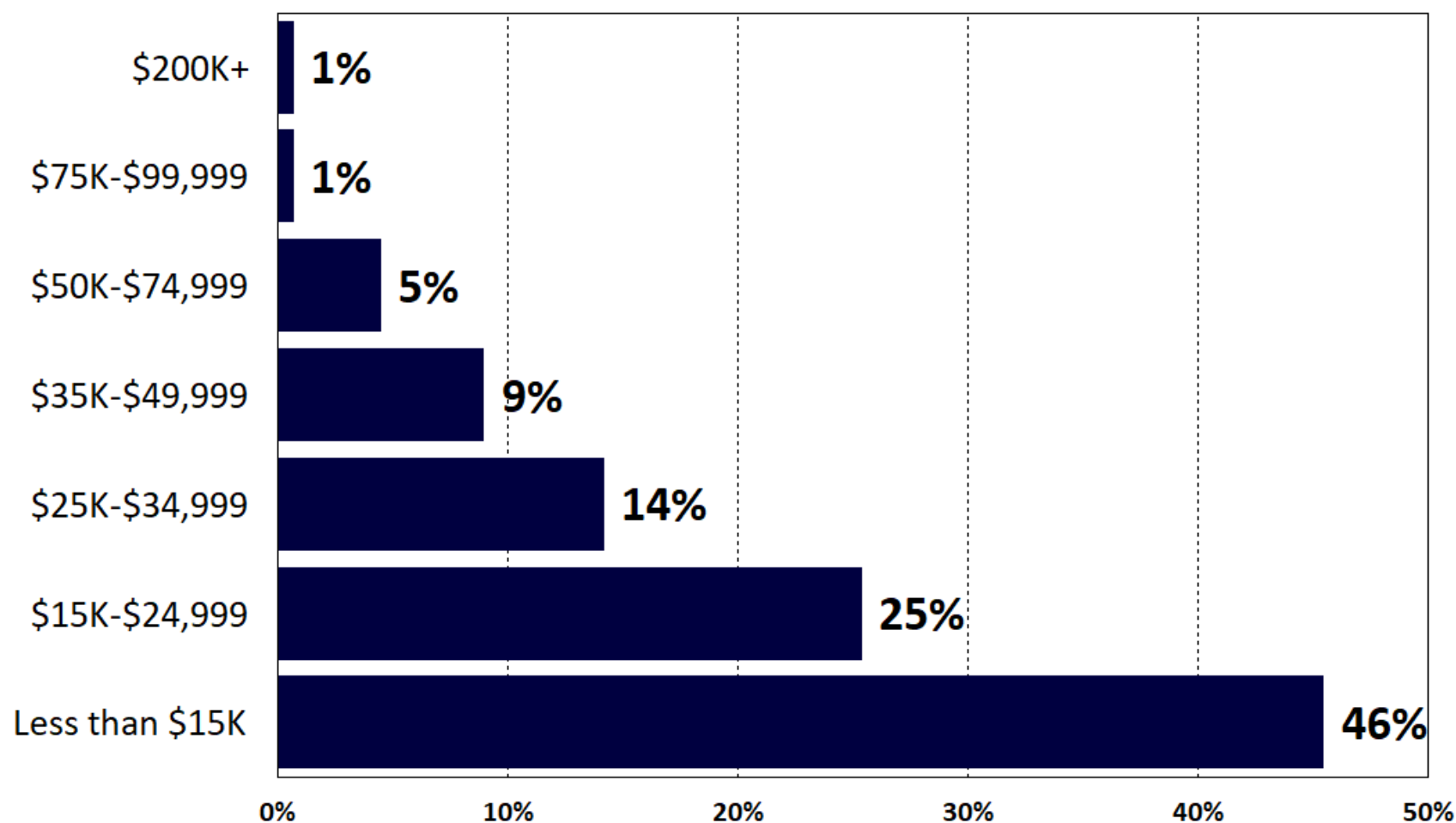
## Q21. Including yourself, how many people live in your home?

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



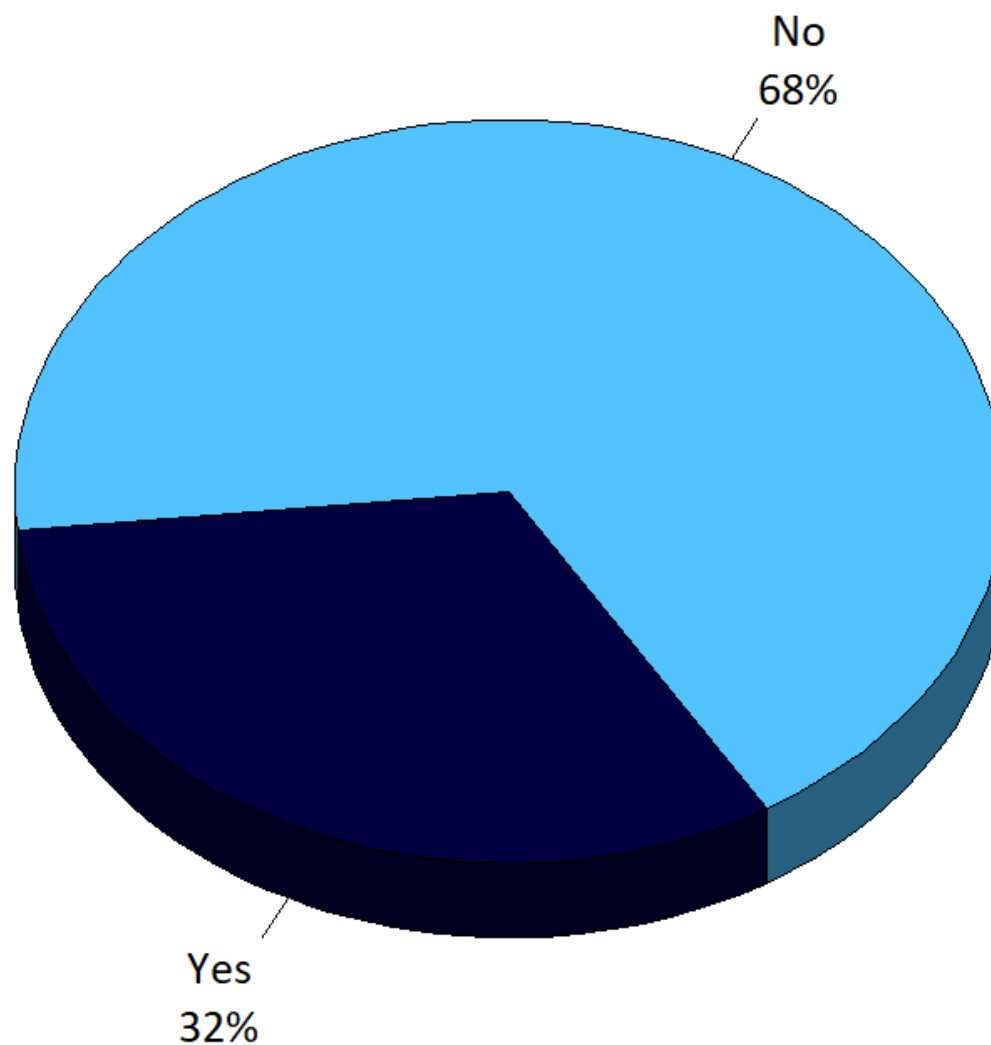
## Q22. What was your annual household income in 2023?

by percentage of riders (excluding “don’t know” responses)



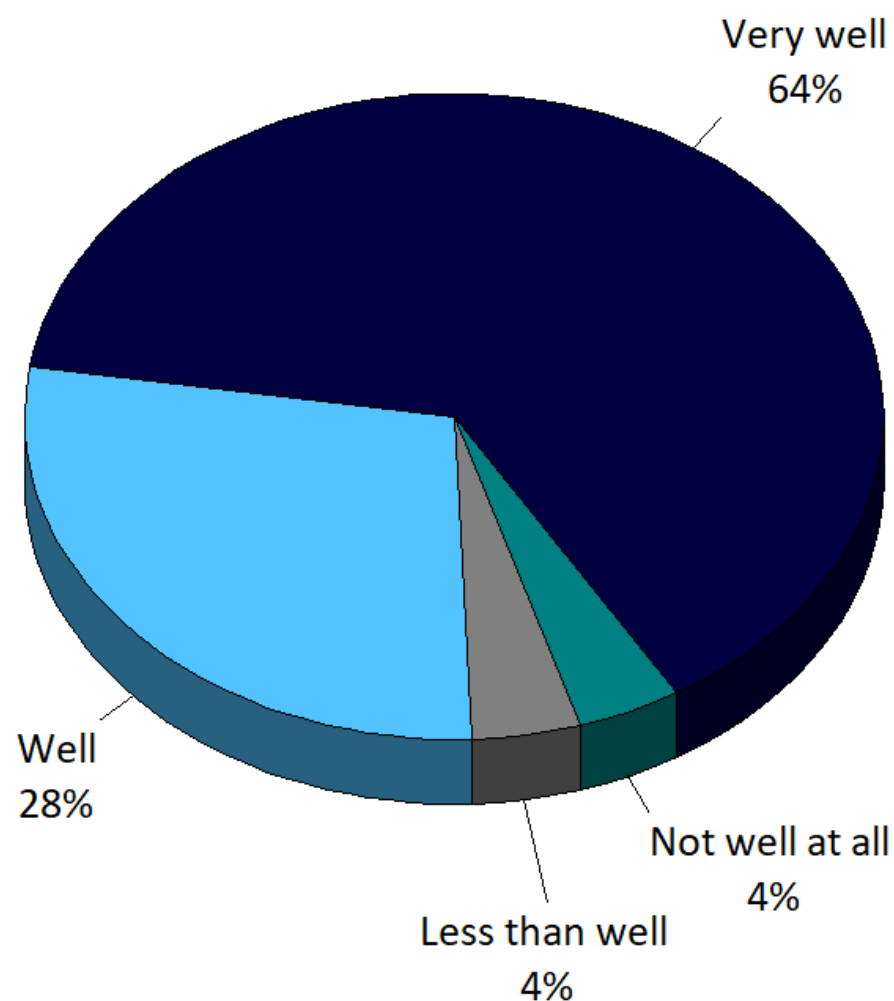
## Q23. Do you speak a language other than English at home?

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



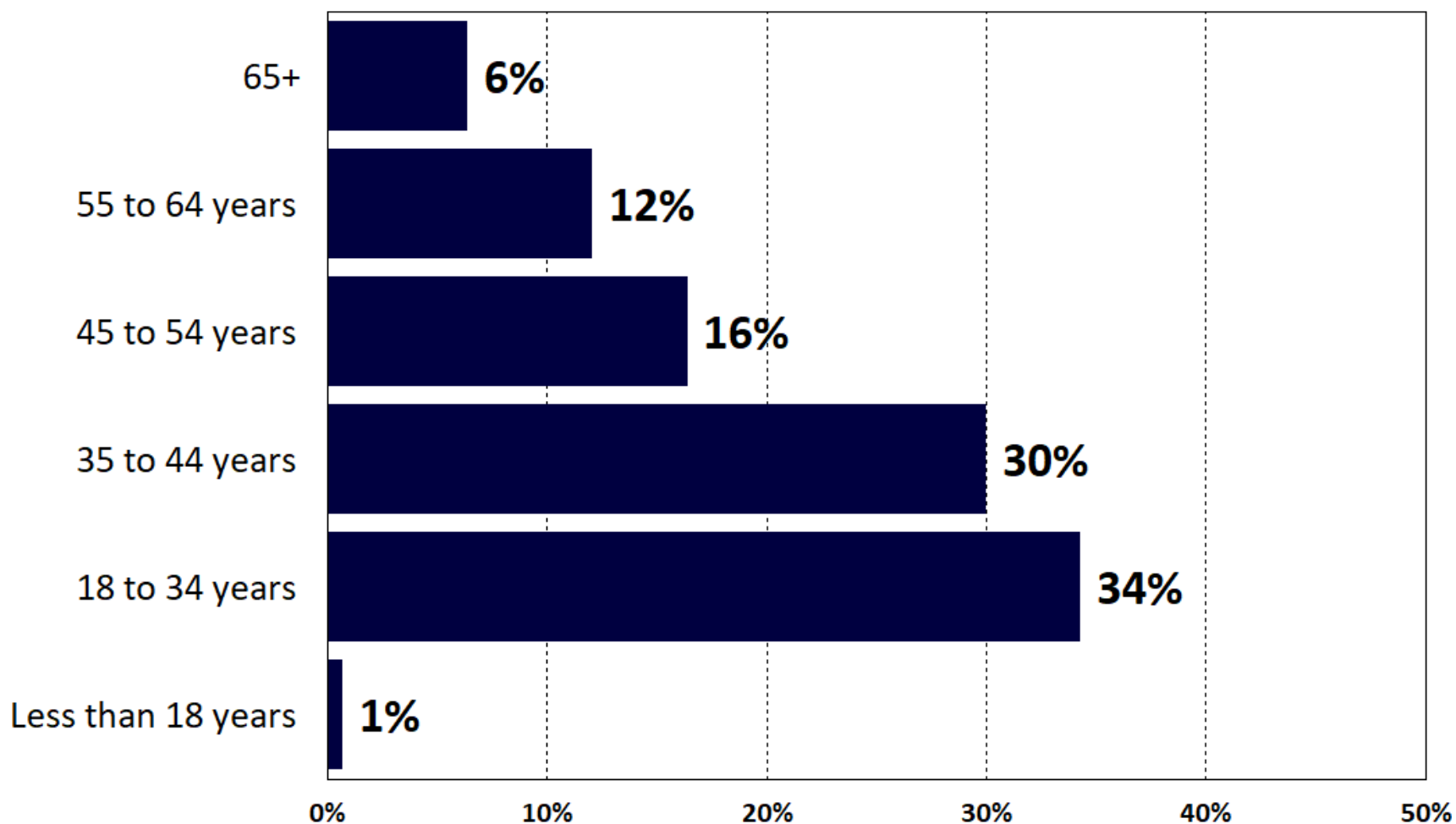
## Q23a. How well do you speak English?

by percentage of riders who speak a language other than English (excluding “not provided” responses)



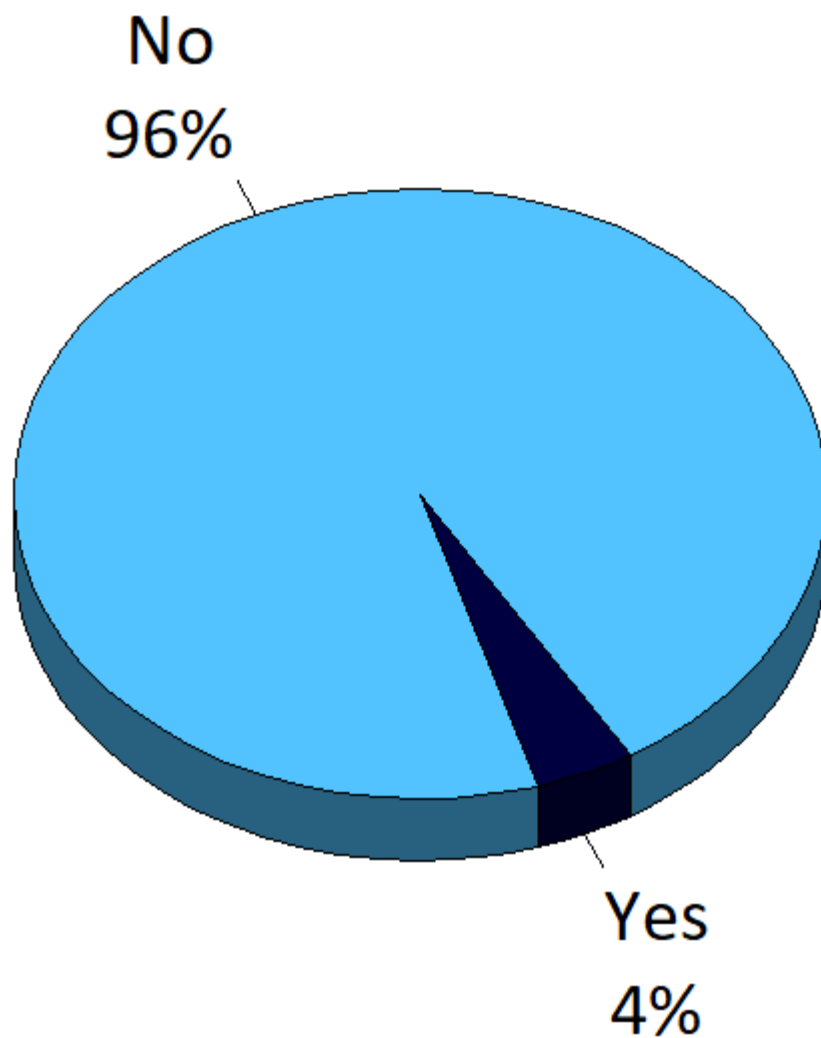
## Q25. Age:

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



## Q26. Have you utilized Norman's ADA PLUS Paratransit services in the last year?

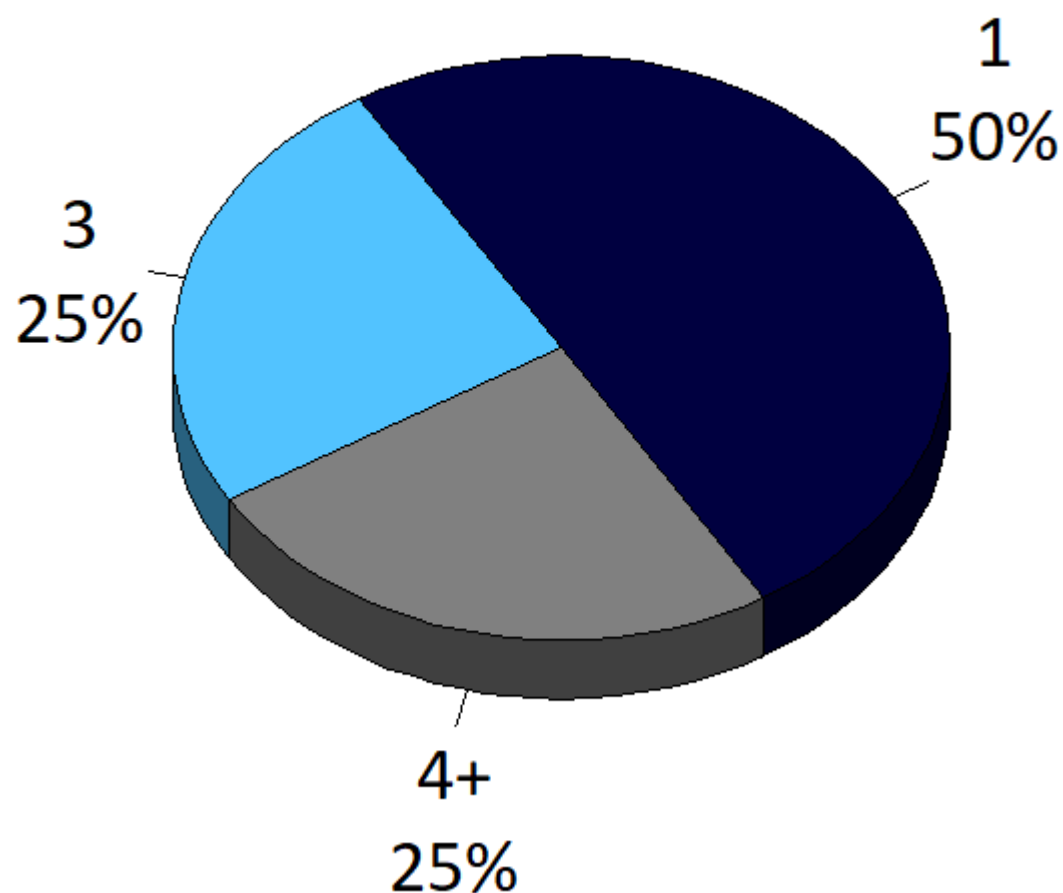
by percentage of riders (excluding "not provided" responses)





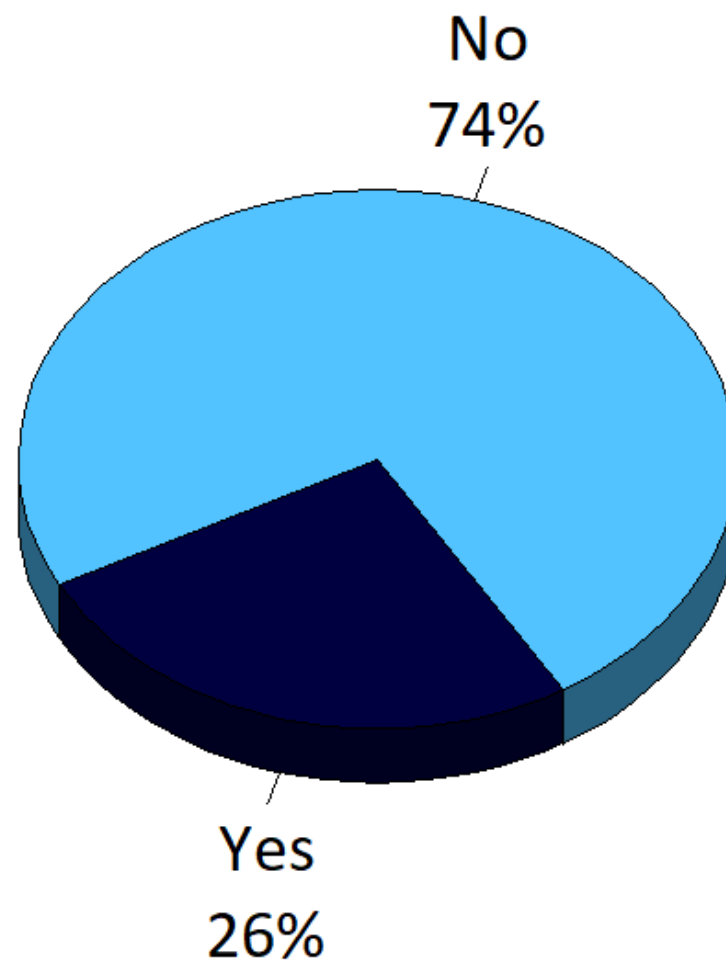
## Q26a. How many times have you utilized Norman's ADA PLUS Paratransit services?

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



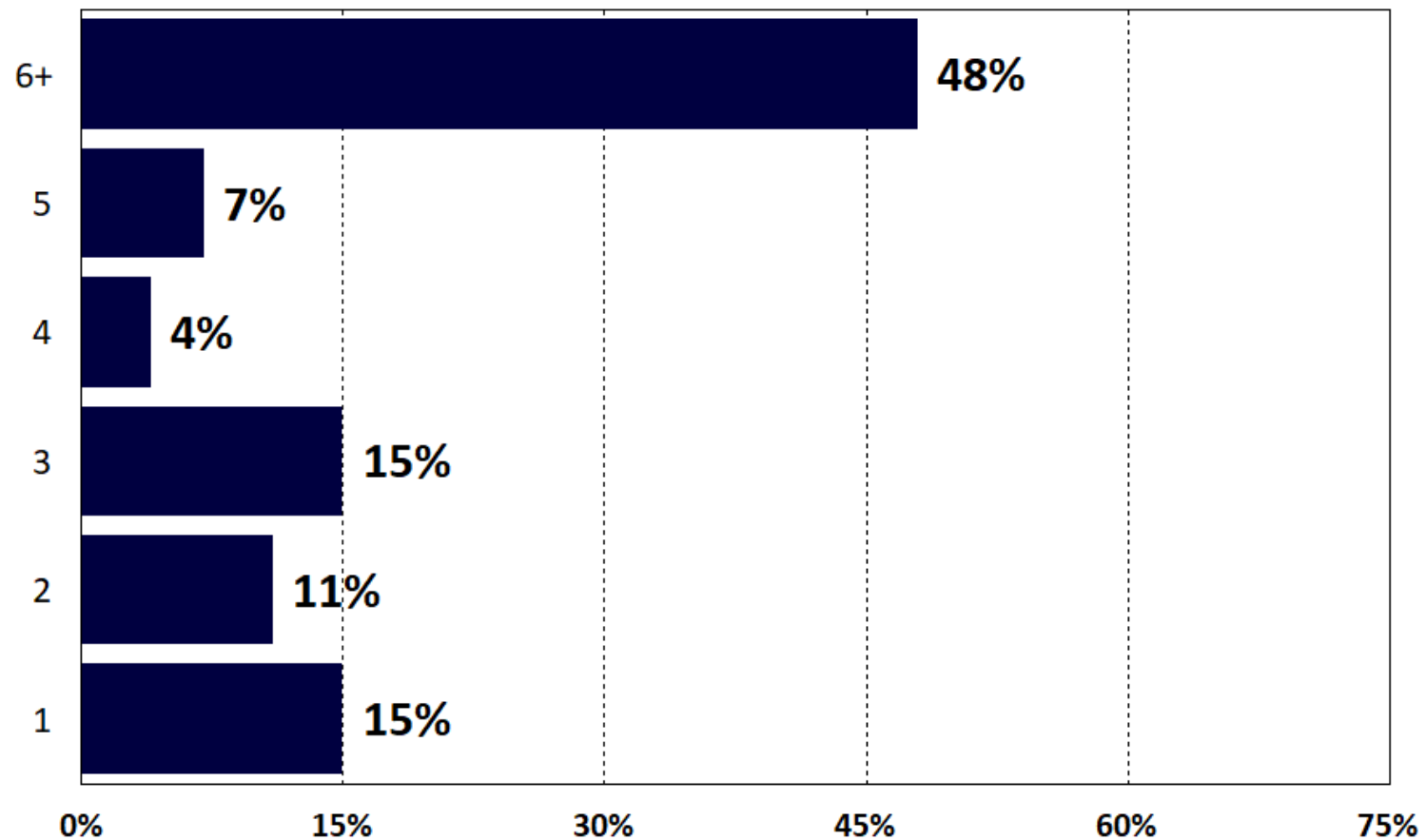
## Q27. Have you utilized Norman's On-Demand services in the last year?

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



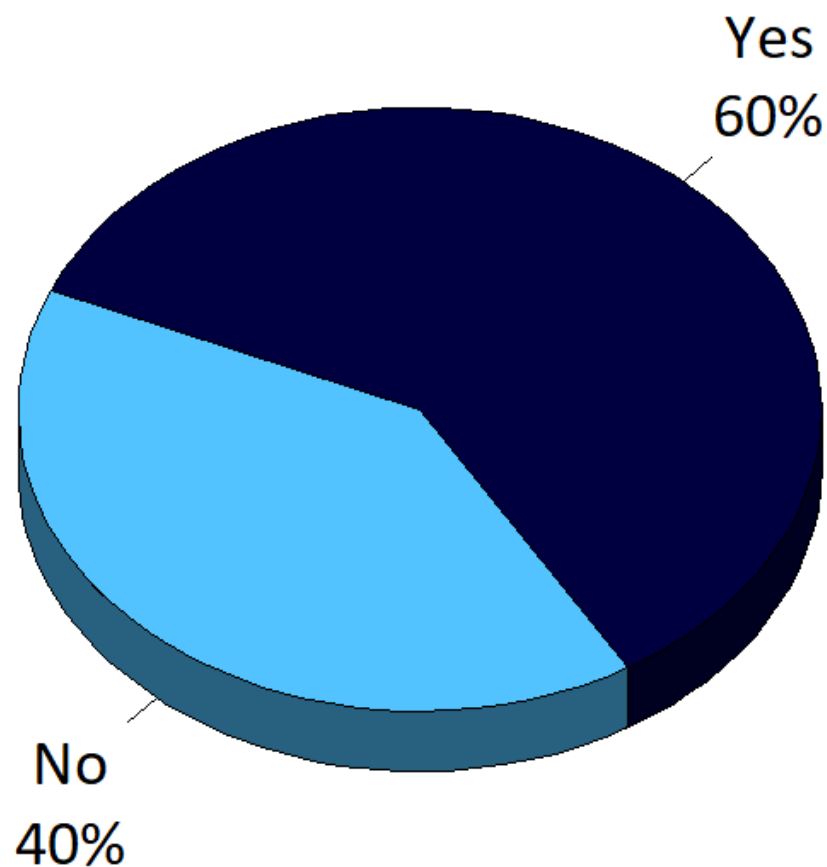
## Q27a. How many times have you utilized Norman's On-Demand services?

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



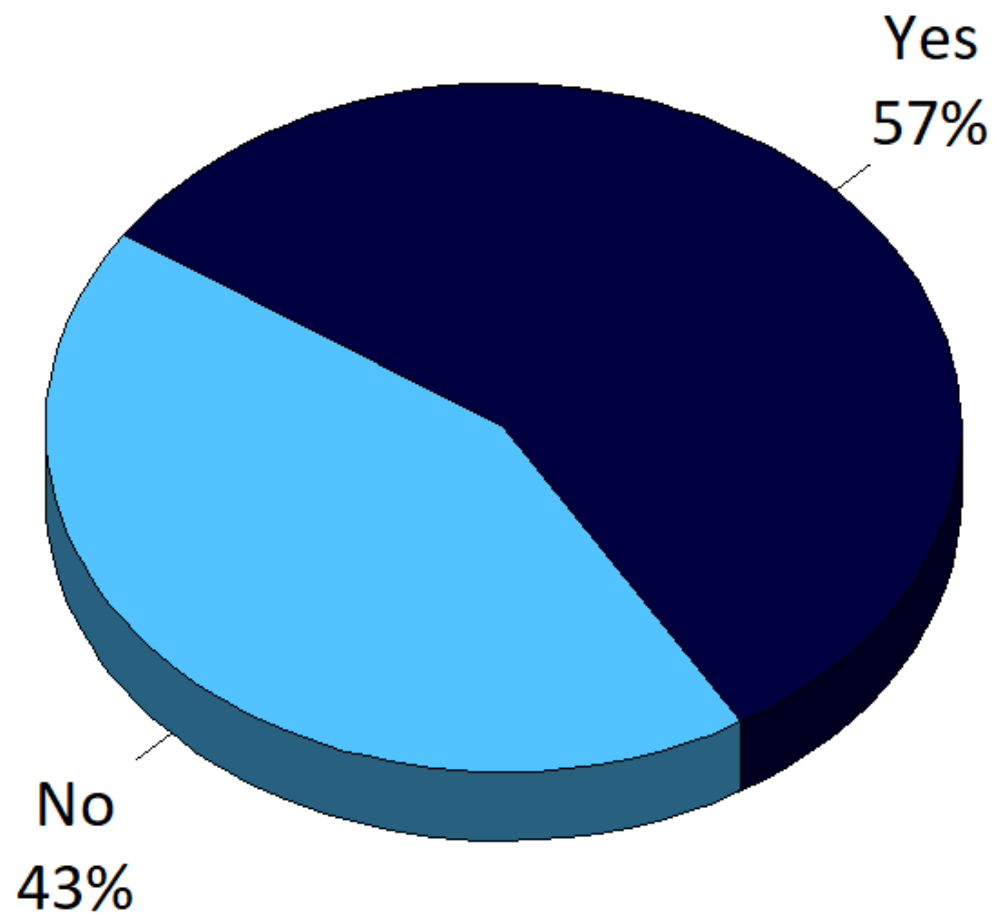
## Q28. Do you know about EMBARK's Express Bus Route 024 between OKC and Norman?

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



## Q28a. If “Yes,” have you ever ridden on it?

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





## Importance-Satisfaction Analysis

# 2024 EMBARK Transit Survey

## Importance- Satisfaction Analysis

### Overview

Leaders have limited resources which need to be targeted to services that are of the most benefit to their customers. Two of the most important criteria for decision making are;

- (1) to target resources toward services of the highest importance and
- (2) to target resources toward those services where customers are the least satisfied.

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

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

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

### Example of the Calculation

Customers were asked to identify services and initiatives provided by EMBARK that were most important to them and should receive the most emphasis from EMBARK leaders over the next year. Twenty-three percent (23.1%) of customers selected *hours of service* as one of the most important services for EMBARK to provide.

Regarding satisfaction, 65.7% of customers rated EMBARK's overall performance regarding the *hours of service*, as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for *hours of service*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 23.1% was multiplied by 34.3% (1-0.657). This calculation yielded an I-S rating of 0.0792 which ranked first out of the eighteen services and initiatives, provided by EMBARK, that were analyzed.

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

as one of their top three choices to emphasize over the year and 0% indicate they are positively satisfied with the delivery of the service.

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

- If 100% of the customers were positively satisfied with the delivery of the service
- If none (0%) of the customers selected the service as one for the two or three most important services for EMBARK to emphasize over the next year

Ratings that are significantly higher should receive the most emphasis for improvement over the next two years. Ratings that are significantly lower should maintain current emphasis, and ratings in the middle should receive slightly higher emphasis.

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



## Importance-Satisfaction Analysis Ratings

### 2024 EMBARK Rider Survey

#### OKC Fixed-Route

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Hours of service	23.1%	1	65.7%	17	0.0792	1
Buses arrive on time	17.1%	2	65.2%	18	0.0595	2
Courtesy & helpfulness of drivers	12.1%	4	73.9%	10	0.0316	3
Availability of accessible bus stops	12.6%	3	75.5%	7	0.0309	4
Reliability of service	11.1%	5	73.1%	12	0.0299	5
Frequency of service	9.0%	9	72.2%	13	0.0250	6
Safety while waiting at a bus stop	9.2%	8	75.9%	6	0.0222	7
Safe operation of buses by drivers	10.0%	6	80.4%	3	0.0196	8
Safety while riding this bus route	9.7%	7	81.0%	2	0.0184	9
Cleanliness of buses	6.9%	11	73.5%	11	0.0183	10
Safety at Transit Center	7.3%	10	75.2%	8	0.0181	11
Cleanliness of bus stops	4.8%	12	69.4%	16	0.0147	12
Ease of getting real-time information	4.8%	13	71.5%	15	0.0137	13
Ease of planning a trip	4.7%	14	75.0%	9	0.0118	14
Ease of locating a bus stop	4.2%	15	77.0%	5	0.0097	15
Effectiveness of customer communication	3.0%	18	72.0%	14	0.0084	16
Cleanliness of Transit Center	3.7%	16	78.9%	4	0.0078	17
Ease of paying your fare	3.7%	17	81.6%	1	0.0068	18

**Most Important %:**

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

**Satisfaction %:**

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

## Importance-Satisfaction Analysis Ratings

### 2024 EMBARK Rider Survey

#### Norman Fixed-Route

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Hours of service	24.3%	1	75.7%	14	0.0590	1
Buses arrive on time	21.1%	3	73.3%	17	0.0563	2
Availability of accessible bus stops	21.6%	2	78.1%	11	0.0473	3
Ease of getting real-time information	13.0%	5	76.7%	13	0.0303	4
Frequency of service	11.4%	8	73.7%	16	0.0300	5
Reliability of service	14.6%	4	82.3%	5	0.0258	6
Ease of planning a trip	9.2%	12	74.3%	15	0.0236	7
Cleanliness of buses	11.9%	7	81.2%	7	0.0224	8
Safety at Transit Center	8.6%	13	81.5%	6	0.0159	9
Ease of locating a bus stop	7.0%	14	78.4%	9	0.0151	10
Courtesy & helpfulness of drivers	9.7%	10	85.3%	3	0.0143	11
Safety while waiting at a bus stop	9.2%	11	85.0%	4	0.0138	12
Safe operation of buses by drivers	10.8%	9	87.8%	2	0.0132	13
Safety while riding this bus route	11.9%	6	91.7%	1	0.0099	14
Cleanliness of bus stops	4.3%	15	78.0%	12	0.0095	15
Cleanliness of Transit Center	4.3%	16	78.3%	10	0.0093	16
Effectiveness of customer communication	2.7%	17	78.5%	8	0.0058	17

**Most Important %:**

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

**Satisfaction %:**

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



# Tabular Data: Oklahoma City Routes

**Q1. How often do you usually ride EMBARK?**

Q1. How often do you usually ride EMBARK	Number	Percent
5+ days per week	612	48.8 %
3-4 days per week	268	21.4 %
1-2 days per week	188	15.0 %
A few days per month	105	8.4 %
Less than once a month	73	5.8 %
Not provided	9	0.7 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q1. How often do you usually ride EMBARK? (without "not provided")**

Q1. How often do you usually ride EMBARK	Number	Percent
5+ days per week	612	49.1 %
3-4 days per week	268	21.5 %
1-2 days per week	188	15.1 %
A few days per month	105	8.4 %
Less than once a month	73	5.9 %
Total	1246	100.0 %

**Q2. How long have you been riding transit in the OKC area?**

Q2. How long have you been riding transit in OKC area	Number	Percent
This is my first time	38	3.0 %
6 months or less	149	11.9 %
6 months to a year	166	13.2 %
1-2 years	235	18.7 %
More than 2 years	622	49.6 %
Not provided	45	3.6 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q2. How long have you been riding transit in the OKC area? (without "not provided")**

Q2. How long have you been riding transit in

OKC area	Number	Percent
This is my first time	38	3.1 %
6 months or less	149	12.3 %
6 months to a year	166	13.7 %
1-2 years	235	19.4 %
More than 2 years	622	51.4 %
Total	1210	100.0 %

**Q3. In the past year, has EMBARK overall...**Q3. What has EMBARK overall become in past  
year

	Number	Percent
Gotten better	580	46.2 %
Stayed about the same	457	36.4 %
Gotten worse	119	9.5 %
Not provided	99	7.9 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q3. In the past year, has EMBARK overall... (without "not provided")**Q3. What has EMBARK overall become in past  
year

	Number	Percent
Gotten better	580	50.2 %
Stayed about the same	457	39.5 %
Gotten worse	119	10.3 %
Total	1156	100.0 %

**Q4. Will you still use EMBARK one year from now?**Q4. Will you still use EMBARK one year from  
now

	Number	Percent
Yes	787	62.7 %
No	49	3.9 %
Maybe	308	24.5 %
Not provided	111	8.8 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q4. Will you still use EMBARK one year from now? (without "not provided")**

Q4. Will you still use EMBARK one year from

now	Number	Percent
Yes	787	68.8 %
No	49	4.3 %
Maybe	308	26.9 %
Total	1144	100.0 %

**Q5. What primary purposes do you ride EMBARK most frequently?**

Q5. What primary purposes do you ride

EMBARK most frequently	Number	Percent
Work	325	25.9 %
School (K-12)	21	1.7 %
School (Tech, College, University)	27	2.2 %
Social Service	53	4.2 %
Shopping/Errands	570	45.4 %
Groceries/Getting Necessities/Dining Out	441	35.1 %
Entertainment/Social Recreation	126	10.0 %
Medical	190	15.1 %
Meeting	82	6.5 %
Other	59	4.7 %
Total	1894	

**Q5-1. Zip code of workplace:**

Q5-1. Workplace zipcode	Number	Percent
73127	17	9.1 %
73111	13	7.0 %
73102	12	6.5 %
73107	11	5.9 %
73109	10	5.4 %
73112	10	5.4 %
73119	7	3.8 %
73115	6	3.2 %
73106	6	3.2 %
73108	6	3.2 %
73117	5	2.7 %
73008	5	2.7 %
73104	5	2.7 %
73105	5	2.7 %
73129	5	2.7 %
73139	4	2.2 %
73128	4	2.2 %
73118	4	2.2 %
73114	4	2.2 %
73135	3	1.6 %
73071	3	1.6 %
73122	3	1.6 %
73159	3	1.6 %
73120	3	1.6 %
73069	2	1.1 %
73162	2	1.1 %
73103	2	1.1 %
73132	2	1.1 %
73130	2	1.1 %
73170	2	1.1 %
73034	1	0.5 %
73173	1	0.5 %
76106	1	0.5 %
73179	1	0.5 %
73113	1	0.5 %
73160	1	0.5 %
72107	1	0.5 %
75108	1	0.5 %
73141	1	0.5 %
72137	1	0.5 %
73123	1	0.5 %
78103	1	0.5 %
73110	1	0.5 %
73134	1	0.5 %
73158	1	0.5 %
73121	1	0.5 %

**Q5-1. Zip code of workplace:**

Q5-1. Workplace zipcode	Number	Percent
73138	1	0.5 %
74801	1	0.5 %
73019	1	0.5 %
73041	1	0.5 %
Total	186	100.0 %



**Q5-1. Name of workplace:**

Q5-1. Workplace name	Number	Percent
Walmart	4	4.7 %
Chesapeake	2	2.3 %
Autozone	2	2.3 %
OSCC	2	2.3 %
PACKER MOBILE HOMES	1	1.2 %
TEMP	1	1.2 %
GALLENS FURNITURE	1	1.2 %
VA BUILDING	1	1.2 %
WESTERN SOUTH	1	1.2 %
MAGIC	1	1.2 %
SHAY	1	1.2 %
CMC	1	1.2 %
WING SUPREME	1	1.2 %
CRISIS CENTER	1	1.2 %
FASHION CLEANERS	1	1.2 %
BRICKTOWN	1	1.2 %
COWBOY CHICKEN	1	1.2 %
VA MDEICAL CENTER	1	1.2 %
HOME DEPOT	1	1.2 %
MCDONALDS	1	1.2 %
US ARMY	1	1.2 %
HURRICANE HARBOR	1	1.2 %
LITTLE CEASARS	1	1.2 %
EL CAMPEON	1	1.2 %
THE UPS STORE	1	1.2 %
AAA HVAC	1	1.2 %
EMSA	1	1.2 %
SEVEN GROUP	1	1.2 %
CLASSEN CENTER	1	1.2 %
PARDSON HOTEL	1	1.2 %
OM MEDICAL	1	1.2 %
OK DEPT OF TRANSPORTATION	1	1.2 %
HOBBY LOBBY	1	1.2 %
DOOR TO DOOR SALES	1	1.2 %
WHATABURGER	1	1.2 %
The Garage Midtown	1	1.2 %
Milomills	1	1.2 %
Okcmoa	1	1.2 %
Embark	1	1.2 %
COMMUNITY THRIFT	1	1.2 %
THE CAPITOL	1	1.2 %
WAFFLE CHAMPION	1	1.2 %
CURBSIDE APPEAL	1	1.2 %
LEVIS	1	1.2 %
SOUTH LANSILY	1	1.2 %
OU HOSPITAL	1	1.2 %

**Q5-1. Name of workplace:**

Q5-1. Workplace name	Number	Percent
HOMELESS ALLIANCE	1	1.2 %
OIC (GED prosrom)	1	1.2 %
Davis AVR	1	1.2 %
Protection equipmeatsues	1	1.2 %
Health Hospital	1	1.2 %
MA	1	1.2 %
Avery Apts 73120	1	1.2 %
OO Medical	1	1.2 %
Volkswagon	1	1.2 %
Ecotex	1	1.2 %
Wines Stop	1	1.2 %
Construction	1	1.2 %
Remington Park	1	1.2 %
OKC 200	1	1.2 %
Douglas HS	1	1.2 %
Thermal Specialtie	1	1.2 %
Work	1	1.2 %
Jonny Caxinos	1	1.2 %
U OF OK	1	1.2 %
Stay America	1	1.2 %
Sams clak	1	1.2 %
James Waller	1	1.2 %
The Garage	1	1.2 %
Krispy Krene	1	1.2 %
Hustler Hollywood	1	1.2 %
Family Dollar	1	1.2 %
Dollar Tree	1	1.2 %
Texas Roadhouse	1	1.2 %
Dollar General	1	1.2 %
OMRF	1	1.2 %
Langston's Stockyard	1	1.2 %
Freddy	1	1.2 %
Sonic	1	1.2 %
NYAJ	1	1.2 %
Total	86	100.0 %

**Q5-2. K-12 school:**

Q5-2. Name of school (K-12)	Number	Percent
DOUGLASS HIGH SCHOOL	1	11.1 %
DOVE SCIENCE ACADEMY	1	11.1 %
CLASSEN	1	11.1 %
EMERSON NORTH	1	11.1 %
Wester Heighs	1	11.1 %
DOVE ACADEMY HS	1	11.1 %
CAPITOL HILL HS	1	11.1 %
EMERSON	1	11.1 %
Westmoore	1	11.1 %
Total	9	100.0 %

**Q5-3. School:**

Q5-3. Name of school	Number	Percent
OCCC	6	35.3 %
ROSE STATE COLLEGE	4	23.5 %
Univ Oklahoma	4	23.5 %
OSU, OKC	1	5.9 %
OCCC / UCO	1	5.9 %
OSU-OKC	1	5.9 %
Total	17	100.0 %

**Q5-4. Place name of social service:**

Q5-4. Name of social service places	Number	Percent
DHS	4	13.8 %
HOPE	4	13.8 %
HOMELESS ALLIANCE	2	6.9 %
SISU YOUTH	1	3.4 %
RED ROCK	1	3.4 %
NORTH CAFE	1	3.4 %
HUMAN SERVICES	1	3.4 %
CLASS	1	3.4 %
MENTAL HEALTH	1	3.4 %
JUVENILE DETENTION CENTER	1	3.4 %
SSI	1	3.4 %
Government	1	3.4 %
DRUG COURT	1	3.4 %
MENTAL HEALTH CENTER	1	3.4 %
NORTH CARE	1	3.4 %
Catalyst	1	3.4 %
Red Rock	1	3.4 %
Homeless	1	3.4 %
Human Services	1	3.4 %
Hope Comm	1	3.4 %
PHS	1	3.4 %
Health Dep	1	3.4 %
Total	29	100.0 %

**Q5-10. Other:**

Q5-10. Other	Number	Percent
Library	3	7.1 %
Everything	3	7.1 %
Court	3	7.1 %
All of the above	3	7.1 %
Home	3	7.1 %
Business	2	4.8 %
Everywhere	2	4.8 %
CAR IN SHOP	1	2.4 %
CHURCH	1	2.4 %
FAMILY/FRIENDS	1	2.4 %
VISIT FAMILY	1	2.4 %
PERSONAL MATTERS	1	2.4 %
Around	1	2.4 %
JOB SEARCHING	1	2.4 %
SOCIAL SECURITY DISABILITY	1	2.4 %
TRANSPORTATION	1	2.4 %
SM CURBSIDE CHRONICLES	1	2.4 %
TAKE MY SON TO DAYCARE	1	2.4 %
LOOK FOR A JOB	1	2.4 %
TREATMENTS	1	2.4 %
RENT	1	2.4 %
Donate	1	2.4 %
Teem	1	2.4 %
Gym	1	2.4 %
Every Ride	1	2.4 %
Visit Kids	1	2.4 %
Dailyndins	1	2.4 %
501: CNON-Profit pounposeus	1	2.4 %
Jesus Mouse	1	2.4 %
<u>To just to go places</u>	1	2.4 %
Total	42	100.0 %

**Q6. How did you get to the nearest EMBARK bus stop today?**

Q6. How did you get to nearest EMBARK bus

<u>stop today</u>	<u>Number</u>	<u>Percent</u>
Walk	1070	85.3 %
Bicycle	58	4.6 %
Mobility device	24	1.9 %
Dropped off	72	5.7 %
Drove alone	3	0.2 %
Not provided	28	2.2 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q6. How did you get to the nearest EMBARK bus stop today? (without "not provided")**

Q6. How did you get to nearest EMBARK bus

<u>stop today</u>	<u>Number</u>	<u>Percent</u>
Walk	1070	87.2 %
Bicycle	58	4.7 %
Mobility device	24	2.0 %
Dropped off	72	5.9 %
Drove alone	3	0.2 %
Total	1227	100.0 %

**Q6-1. How many minutes did you walk?**

<u>Q6-1. How many minutes did you walk</u>	<u>Number</u>	<u>Percent</u>
0-5	261	24.4 %
6-10	152	14.2 %
10+	97	9.1 %
Not provided	560	52.3 %
Total	1070	100.0 %

**WITHOUT NOT PROVIDED****Q6-1. How many minutes did you walk? (without "not provided")**

<u>Q6-1. How many minutes did you walk</u>	<u>Number</u>	<u>Percent</u>
0-5	261	51.2 %
6-10	152	29.8 %
10+	97	19.0 %
Total	510	100.0 %

**Q6-2. How many minutes did you bike?**

Q6-2. How many minutes did you bike	Number	Percent
0-5	14	24.1 %
6-10	13	22.4 %
10+	6	10.3 %
Not provided	25	43.1 %
Total	58	100.0 %

**WITHOUT NOT PROVIDED****Q6-2. How many minutes did you bike? (without "not provided")**

Q6-2. How many minutes did you bike	Number	Percent
0-5	14	42.4 %
6-10	13	39.4 %
10+	6	18.2 %
Total	33	100.0 %

**Q6-3. Which mobility device?**

Q6-3. Which mobility device	Number	Percent
Electric scooter	5	20.8 %
Bird	1	4.2 %
Not provided	18	75.0 %
Total	24	100.0 %

**WITHOUT NOT PROVIDED****Q6-3. Which mobility device? (without "not provided")**

Q6-3. Which mobility device	Number	Percent
Electric scooter	5	83.3 %
Bird	1	16.7 %
Total	6	100.0 %

**Q6-4. How were you dropped off?**

Q6-4. How were you dropped off	Number	Percent
Car	40	55.6 %
Uber	3	4.2 %
Taxi	1	1.4 %
Lyft	2	2.8 %
Not provided	26	36.1 %
Total	72	100.0 %

**WITHOUT NOT PROVIDED****Q6-4. How were you drop off? (without "not provided")**

Q6-4. How were you dropped off	Number	Percent
Car	40	87.0 %
Uber	3	6.5 %
Taxi	1	2.2 %
Lyft	2	4.3 %
Total	46	100.0 %

**Q7. How did you pay your EMBARK fare today?**

Q7. How did you pay your EMBARK fare today	Number	Percent
At the Ticket Kiosk	397	31.6 %
Paper Pass	492	39.2 %
Token Transit/Mobile Fare App	178	14.2 %
Not provided	188	15.0 %
Total	1255	100.0 %

**Q7. How did you pay your EMBARK fare today? (without "not provided")**

Q7. How did you pay your EMBARK fare today	Number	Percent
At the Ticket Kiosk	397	37.2 %
Paper Pass	492	46.1 %
Token Transit/Mobile Fare App	178	16.7 %
Total	1067	100.0 %



**Q7-1. How did you pay at the Kiosk?**

Q7-1. How did you pay at the Kiosk	Number	Percent
Cash	304	76.6 %
Credit Card	25	6.3 %
Not provided	68	17.1 %
Total	397	100.0 %

**WITHOUT NOT PROVIDED****Q7-1. How did you pay at the Kiosk? (without "not provided")**

Q7-1. How did you pay at the Kiosk	Number	Percent
Cash	304	92.4 %
Credit Card	25	7.6 %
Total	329	100.0 %

**Q8. Counting this EMBARK trip, how many transfers will you make to reach your destination?**

Q8. How many transfers will you make to reach your destination	Number	Percent
None	258	20.6 %
One	425	33.9 %
Two	348	27.7 %
Three or more	169	13.5 %
Not provided	55	4.4 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q8. Counting this EMBARK trip, how many transfers will you make to reach your destination? (without "not provided")**

Q8. How many transfers will you make to reach your destination	Number	Percent
None	258	21.5 %
One	425	35.4 %
Two	348	29.0 %
Three or more	169	14.1 %
Total	1200	100.0 %

**Q9. Does your primary boarding stop have any of the following amenities?**

Q9. Does your primary boarding stop have any following amenities	Number	Percent
Shelter	485	38.6 %
Lighting	288	22.9 %
Sidewalks	639	50.9 %
Benches	826	65.8 %
Bike rack	180	14.3 %
Trash can	398	31.7 %
Total	2816	

**Q10. How would you rate your satisfaction with EMBARK's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=1255)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-1. Availability of accessible bus stops	40.8%	27.3%	14.2%	5.3%	2.7%	9.7%
Q10-2. Courtesy & helpfulness of drivers	42.4%	26.5%	14.7%	5.1%	4.5%	6.8%
Q10-3. Safe operation of buses by drivers	45.8%	26.7%	12.4%	3.2%	2.2%	9.8%
Q10-4. Safety while riding this bus route	46.9%	27.6%	13.1%	2.5%	1.9%	8.0%
Q10-5. Safety while waiting at a bus stop	42.0%	27.5%	15.6%	4.1%	2.4%	8.4%
Q10-6. Safety at Transit Center	40.6%	26.5%	13.9%	4.7%	3.6%	10.8%
Q10-7. Cleanliness of buses	39.7%	28.3%	15.5%	5.6%	3.6%	7.4%
Q10-8. Cleanliness of bus stops	36.6%	27.2%	18.2%	6.7%	3.2%	8.2%
Q10-9. Cleanliness of Transit Center	41.4%	30.0%	14.3%	2.9%	1.9%	9.4%
Q10-10. Ease of planning a trip	41.0%	27.2%	15.5%	4.3%	2.9%	9.2%
Q10-11. Ease of locating a bus stop	40.0%	29.1%	13.9%	4.1%	2.7%	10.3%
Q10-12. Ease of paying your fare	46.5%	27.8%	12.0%	3.2%	1.5%	8.9%
Q10-13. Ease of getting real-time information	39.4%	24.9%	15.8%	6.2%	3.7%	10.1%
Q10-14. Effectiveness of customer communication	38.5%	26.2%	15.5%	5.3%	4.5%	10.1%

**Q10. How would you rate your satisfaction with EMBARK's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-15. Buses arrive on time	33.6%	26.1%	18.2%	7.6%	6.1%	8.4%
Q10-16. Frequency of service	38.1%	27.6%	14.2%	7.0%	4.1%	8.9%
Q10-17. Reliability of service	39.5%	27.6%	14.6%	6.1%	4.0%	8.2%
Q10-18. Hours of service	36.0%	24.1%	15.1%	8.5%	7.6%	8.6%

**WITHOUT NOT PROVIDED****Q10. How would you rate your satisfaction with EMBARK's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=1255)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Availability of accessible bus stops	45.2%	30.3%	15.7%	5.8%	3.0%
Q10-2. Courtesy & helpfulness of drivers	45.5%	28.4%	15.8%	5.5%	4.9%
Q10-3. Safe operation of buses by drivers	50.8%	29.6%	13.7%	3.5%	2.4%
Q10-4. Safety while riding this bus route	51.0%	30.0%	14.2%	2.7%	2.1%
Q10-5. Safety while waiting at a bus stop	45.9%	30.0%	17.1%	4.4%	2.6%
Q10-6. Safety at Transit Center	45.5%	29.7%	15.5%	5.3%	4.0%
Q10-7. Cleanliness of buses	42.9%	30.6%	16.7%	6.0%	3.9%
Q10-8. Cleanliness of bus stops	39.8%	29.6%	19.8%	7.3%	3.5%
Q10-9. Cleanliness of Transit Center	45.7%	33.2%	15.7%	3.3%	2.1%
Q10-10. Ease of planning a trip	45.1%	29.9%	17.1%	4.7%	3.2%
Q10-11. Ease of locating a bus stop	44.6%	32.4%	15.5%	4.5%	3.0%
Q10-12. Ease of paying your fare	51.1%	30.5%	13.2%	3.5%	1.7%
Q10-13. Ease of getting real-time information	43.8%	27.7%	17.6%	6.9%	4.1%
Q10-14. Effectiveness of customer communication	42.8%	29.2%	17.2%	5.9%	5.0%

WITHOUT NOT PROVIDED

**Q10. How would you rate your satisfaction with EMBARK's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-15. Buses arrive on time	36.7%	28.5%	19.8%	8.3%	6.7%
Q10-16. Frequency of service	41.8%	30.4%	15.6%	7.7%	4.5%
Q10-17. Reliability of service	43.1%	30.0%	15.9%	6.7%	4.3%
Q10-18. Hours of service	39.4%	26.3%	16.6%	9.3%	8.4%

**Q10a. From the ratings you gave in Question 10, which THREE questions are most important to you?**

Q10a. Top choice	Number	Percent
Availability of accessible bus stops	93	7.4 %
Courtesy & helpfulness of drivers	59	4.7 %
Safe operation of buses by drivers	39	3.1 %
Safety while riding this bus route	43	3.4 %
Safety while waiting at a bus stop	37	2.9 %
Safety at Transit Center	33	2.6 %
Cleanliness of buses	21	1.7 %
Cleanliness of bus stops	16	1.3 %
Cleanliness of Transit Center	13	1.0 %
Ease of planning a trip	21	1.7 %
Ease of locating a bus stop	15	1.2 %
Ease of paying your fare	10	0.8 %
Ease of getting real-time information	8	0.6 %
Effectiveness of customer communication	9	0.7 %
Buses arrive on time	70	5.6 %
Frequency of service	28	2.2 %
Reliability of service	41	3.3 %
Hours of service	181	14.4 %
None chosen	518	41.3 %
Total	1255	100.0 %

**Q10a. From the ratings you gave in Question 10, which THREE questions are most important to you?**

Q10a. 2nd choice	Number	Percent
Availability of accessible bus stops	34	2.7 %
Courtesy & helpfulness of drivers	56	4.5 %
Safe operation of buses by drivers	37	2.9 %
Safety while riding this bus route	48	3.8 %
Safety while waiting at a bus stop	41	3.3 %
Safety at Transit Center	32	2.5 %
Cleanliness of buses	38	3.0 %
Cleanliness of bus stops	25	2.0 %
Cleanliness of Transit Center	14	1.1 %
Ease of planning a trip	18	1.4 %
Ease of locating a bus stop	21	1.7 %
Ease of paying your fare	10	0.8 %
Ease of getting real-time information	27	2.2 %
Effectiveness of customer communication	13	1.0 %
Buses arrive on time	74	5.9 %
Frequency of service	44	3.5 %
Reliability of service	53	4.2 %
Hours of service	46	3.7 %
None chosen	624	49.7 %
Total	1255	100.0 %

**Q10a. From the ratings you gave in Question 10, which THREE questions are most important to you?**

Q10a. 3rd choice	Number	Percent
Availability of accessible bus stops	31	2.5 %
Courtesy & helpfulness of drivers	37	2.9 %
Safe operation of buses by drivers	50	4.0 %
Safety while riding this bus route	31	2.5 %
Safety while waiting at a bus stop	37	2.9 %
Safety at Transit Center	27	2.2 %
Cleanliness of buses	28	2.2 %
Cleanliness of bus stops	19	1.5 %
Cleanliness of Transit Center	19	1.5 %
Ease of planning a trip	20	1.6 %
Ease of locating a bus stop	17	1.4 %
Ease of paying your fare	26	2.1 %
Ease of getting real-time information	25	2.0 %
Effectiveness of customer communication	16	1.3 %
Buses arrive on time	71	5.7 %
Frequency of service	41	3.3 %
Reliability of service	45	3.6 %
Hours of service	63	5.0 %
None chosen	652	52.0 %
Total	1255	100.0 %

**Q10a. From the ratings you gave in Question 10, which THREE questions are most important to you? (top 3)**

Q10a. Top choice	Number	Percent
Availability of accessible bus stops	158	12.6 %
Courtesy & helpfulness of drivers	152	12.1 %
Safe operation of buses by drivers	126	10.0 %
Safety while riding this bus route	122	9.7 %
Safety while waiting at a bus stop	115	9.2 %
Safety at Transit Center	92	7.3 %
Cleanliness of buses	87	6.9 %
Cleanliness of bus stops	60	4.8 %
Cleanliness of Transit Center	46	3.7 %
Ease of planning a trip	59	4.7 %
Ease of locating a bus stop	53	4.2 %
Ease of paying your fare	46	3.7 %
Ease of getting real-time information	60	4.8 %
Effectiveness of customer communication	38	3.0 %
Buses arrive on time	215	17.1 %
Frequency of service	113	9.0 %
Reliability of service	139	11.1 %
Hours of service	290	23.1 %
None chosen	518	41.3 %



**Q11. Overall, how satisfied are you with EMBARK service?**

Q11. How satisfied are you with EMBARK service	Number	Percent
Very satisfied	402	32.0 %
Satisfied	482	38.4 %
Neutral	191	15.2 %
Dissatisfied	52	4.1 %
Very dissatisfied	23	1.8 %
Not provided	105	8.4 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q11. Overall, how satisfied are you with EMBARK service? (without "not provided")**

Q11. How satisfied are you with EMBARK service	Number	Percent
Very satisfied	402	35.0 %
Satisfied	482	41.9 %
Neutral	191	16.6 %
Dissatisfied	52	4.5 %
Very dissatisfied	23	2.0 %
Total	1150	100.0 %

**Q12. What ONE improvement would you like to see in transit service here in the area?**

Q12. What one improvement would you like to see in transit service here in the area	Number	Percent
Weekday service starting at 5am	290	23.1 %
Weekend service until 10pm	312	24.9 %
More hourly night routes from 7pm to 12am	232	18.5 %
15 min service on selected routes	74	5.9 %
Weekday routes with 30 min service until 9 or 10pm	97	7.7 %
Other	54	4.3 %
Not provided	196	15.6 %
Total	1255	100.0 %

WITHOUT NOT PROVIDED

Q12. What ONE improvement would you like to see in transit service here in the area? (without "not provided")

Q12. What one improvement would you like to see		
in transit service here in the area	Number	Percent
Weekday service starting at 5am	290	27.4 %
Weekend service until 10pm	312	29.5 %
More hourly night routes from 7pm to 12am	232	21.9 %
15 min service on selected routes	74	7.0 %
Weekday routes with 30 min service until 9 or 10pm	97	9.2 %
Other	54	5.1 %
Total	1059	100.0 %

**Q12-3. Which routes?**

Q12-3. Which routes	Number	Percent
14	10	13.3 %
ALL	8	10.7 %
11	4	5.3 %
8	4	5.3 %
12	3	4.0 %
11, 9	3	4.0 %
2	3	4.0 %
7, 8	2	2.7 %
38	2	2.7 %
15	2	2.7 %
9	2	2.7 %
87, 29	1	1.3 %
14,11	1	1.3 %
40, 14	1	1.3 %
7	1	1.3 %
38, 9	1	1.3 %
2, 19, 13, 15	1	1.3 %
ACC	1	1.3 %
NORMAN TRANSIT	1	1.3 %
40, 24	1	1.3 %
22	1	1.3 %
7, 8, 6, 40	1	1.3 %
9, 14	1	1.3 %
40, 38	1	1.3 %
9, 23, 2	1	1.3 %
7, 8, 13, 40	1	1.3 %
16	1	1.3 %
19	1	1.3 %
14, 3, 2, 8	1	1.3 %
13, 14	1	1.3 %
2, 14	1	1.3 %
28	1	1.3 %
9, 10, 18	1	1.3 %
23, 14	1	1.3 %
30	1	1.3 %
9, 13	1	1.3 %
22, 10, 3	1	1.3 %
Midwest City Nolmen	1	1.3 %
Several	1	1.3 %
8, 7	1	1.3 %
11, 12, 16, 40, 13	1	1.3 %
All routes should be untill 12:00 am on weekends also	1	1.3 %
Bus 12	1	1.3 %
Total	75	100.0 %

**Q12-4. Which routes?**

<u>Q12-4. Which routes</u>	<u>Number</u>	<u>Percent</u>
ALL	3	15.0 %
11	2	10.0 %
30B, 18B	1	5.0 %
3, 10, 22	1	5.0 %
22	1	5.0 %
12	1	5.0 %
10th St #38	1	5.0 %
14, 13, 12, 9	1	5.0 %
7, 10, 23	1	5.0 %
2, 7, 8	1	5.0 %
911	1	5.0 %
2, 3, 38	1	5.0 %
38, 11	1	5.0 %
9	1	5.0 %
23	1	5.0 %
38	1	5.0 %
38,12	1	5.0 %
Total	20	100.0 %

**Q12-6. Other:**

<u>Q12-6. Other</u>	<u>Number</u>	<u>Percent</u>
MWC WEEKENDS	1	2.3 %
5 AM WEEKEND SERVICE	1	2.3 %
BE ON TIME	1	2.3 %
MORE BUSES IN WARR ACRES	1	2.3 %
ROUTES TO OUTER SUBURBS	1	2.3 %
LATER END TIME	1	2.3 %
MORE OFTEN ON WEEKENDS	1	2.3 %
MORE WEEKEND SERVICE IN MWC	1	2.3 %
WEEKEND SERVICE START TIMES SAME AS WEEKDAYS	1	2.3 %
MORE EMBARK ON WEEKENDS	1	2.3 %
BUS 3 OUTBOUND IS ALWAYS LATE	1	2.3 %
Don't scam on tickets	1	2.3 %
WEEKENDS 1/2 HOUR	1	2.3 %
ARRIVE ON TIME	1	2.3 %
OVERNIGHT FOR ALL ROUTES	1	2.3 %
AIRPORT GREYHOUND STATION	1	2.3 %
BETTER WEEKEND	1	2.3 %
13-19-Run on Saturdays	1	2.3 %
14	1	2.3 %
New buses	1	2.3 %
Ticket scams	1	2.3 %
Communication	1	2.3 %
BUS ROUTE ON 15 AND EASTERN SE	1	2.3 %
ALL ROUTES 24/7	1	2.3 %
BETTER DRIVERS	1	2.3 %
Weekend w/30 min schedule	1	2.3 %
24-HR	1	2.3 %
More safe ariving	1	2.3 %
Start at 1:00 am	1	2.3 %
All is good	1	2.3 %
Customer service at transit center	1	2.3 %
Dogs	1	2.3 %
More late hrs	1	2.3 %
Weekend start at 6 am	1	2.3 %
More routes to airport & greyhound	1	2.3 %
Earlier weekends	1	2.3 %
2-3 24 hrs	1	2.3 %
Reinstate old routes	1	2.3 %
23N to Transit Center early	1	2.3 %
Having a later route	1	2.3 %
Transit police	1	2.3 %
Weekend routes with 30-min service	1	2.3 %
More routes in different routes	1	2.3 %
<u>Bus 24/7</u>	<u>1</u>	<u>2.3 %</u>
Total	44	100.0 %

**Q13. How many minutes is acceptable for a bus to depart beyond its scheduled time?**

Q13. How many minutes is acceptable for a bus  
to depart beyond its scheduled time

	Number	Percent
0-3 minutes	306	24.4 %
4-8 minutes	489	39.0 %
9-12 minutes	163	13.0 %
13-15 minutes	82	6.5 %
15+ minutes	48	3.8 %
Not provided	167	13.3 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q13. How many minutes is acceptable for a bus to depart beyond its scheduled time? (without "not provided")**

Q13. How many minutes is acceptable for a bus  
to depart beyond its scheduled time

	Number	Percent
0-3 minutes	306	28.1 %
4-8 minutes	489	44.9 %
9-12 minutes	163	15.0 %
13-15 minutes	82	7.5 %
15+ minutes	48	4.4 %
Total	1088	100.0 %

**Q14. What is the primary reason you use EMBARK for your transportation needs?**

Q14. Primary reason you use EMBARK for your  
transportation needs

	Number	Percent
Can not drive	301	24.0 %
Avoid parking	37	2.9 %
No car available	539	42.9 %
Environment	34	2.7 %
Save money	102	8.1 %
Avoid driving/traffic	19	1.5 %
Convenient/handsfree	28	2.2 %
Saves time	18	1.4 %
To support public transit	12	1.0 %
Not provided	165	13.1 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q14. What is the primary reason you use EMBARK for your transportation needs? (without "not provided")**

Q14. Primary reason you use EMBARK for your transportation needs	Number	Percent
Can not drive	301	27.6 %
Avoid parking	37	3.4 %
No car available	539	49.4 %
Environment	34	3.1 %
Save money	102	9.4 %
Avoid driving/traffic	19	1.7 %
Convenient/handsfree	28	2.6 %
Saves time	18	1.7 %
To support public transit	12	1.1 %
Total	1090	100.0 %

**Q15. Do you have a valid driver's license?**

Q15. Do you have a valid driver's license	Number	Percent
Yes	487	38.8 %
No	631	50.3 %
Not provided	137	10.9 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q15. Do you have a valid driver's license? (without "not provided")**

Q15. Do you have a valid driver's license	Number	Percent
Yes	487	43.6 %
No	631	56.4 %
Total	1118	100.0 %

**Q16. Do you have a working vehicle that you could have used instead today?**

Q16. Do you have a working vehicle that you could have used instead today	Number	Percent
Yes	185	14.7 %
No	929	74.0 %
Not provided	141	11.2 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q16. Do you have a working vehicle that you could have used instead today? (without "not provided")**

Q16. Do you have a working vehicle that you could have used instead today	Number	Percent
Yes	185	16.6 %
No	929	83.4 %
Total	1114	100.0 %

**Q17. Do you currently have access to a mobile smartphone?**

Q17. Do you currently have access to a mobile smartphone	Number	Percent
Yes	911	72.6 %
No	215	17.1 %
Not provided	129	10.3 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q17. Do you currently have access to a mobile smartphone? (without "not provided")**

Q17. Do you currently have access to a mobile smartphone	Number	Percent
Yes	911	80.9 %
No	215	19.1 %
Total	1126	100.0 %

**Q17a. If "yes," does it have a data plan?**

Q17a. Does it have a data plan	Number	Percent
Yes	790	86.7 %
No	78	8.6 %
Not provided	43	4.7 %
Total	911	100.0 %



**WITHOUT NOT PROVIDED****Q17a. If "yes," does it have a data plan? (without "not provided")**

<u>Q17a. Does it have a data plan</u>	<u>Number</u>	<u>Percent</u>
Yes	790	91.0 %
No	78	9.0 %
Total	868	100.0 %

**Q18. Have you used any of these rider tools?**

<u>Q18. Have you used any rider tools</u>	<u>Number</u>	<u>Percent</u>
Text Alerts	128	10.2 %
Moovit	73	5.8 %
EMBARK Connect	226	18.0 %
Transit app	303	24.1 %
go.embarkok.com	154	12.3 %
Spokies Bikeshare app	9	0.7 %
405-235-RIDE	228	18.2 %
Flowbird Parking app	10	0.8 %
Token Transit	175	13.9 %
Google Maps	333	26.5 %
Other	2	0.2 %
Total	1641	

**Q18-11. Other:**

<u>Q18-11. Other</u>	<u>Number</u>	<u>Percent</u>
Embark schedule & maps	1	50.0 %
Google search	1	50.0 %
Total	2	100.0 %

**Q19. What is your gender?**

<u>Q19. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	635	50.6 %
Female	352	28.0 %
Another gender	3	0.2 %
Prefer not to answer	265	21.1 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q19. What is your gender? (without "prefer not to answer")**

Q19. Your gender	Number	Percent
Male	635	64.1 %
Female	352	35.6 %
Another gender	3	0.3 %
Total	990	100.0 %

**Q19-3. Self-describe your gender:**

Q19-3. Self-describe your gender	Number	Percent
Non-binary	2	66.7 %
Trans	1	33.3 %
Total	3	100.0 %

**Q20. What is your race?**

Q20. Your race	Number	Percent
Asian or Asian Indian	24	1.9 %
Black or African American	488	38.9 %
American Indian or Alaska Native	143	11.4 %
White or Caucasian	411	32.7 %
Native Hawaiian or other Pacific Islander	31	2.5 %
Hispanic, Spanish, or Latino/a/x	119	9.5 %
Other	16	1.3 %
Total	1232	

**Q20-7. Self-describe your race:**

Q20-7. Self-describe your race	Number	Percent
Mixed	2	20.0 %
ETHIOPIAN	1	10.0 %
NATIVE CREOLE	1	10.0 %
VIETNAMESE	1	10.0 %
MEXICAN	1	10.0 %
INDIGENOUS AMORUKAN-CHATAH	1	10.0 %
Italian	1	10.0 %
Modrish	1	10.0 %
Hebrew	1	10.0 %
Total	10	100.0 %

**Q21. What are you?**

Q21. Your employment status	Number	Percent
Employed full time	414	33.0 %
Veteran	74	5.9 %
Not employed, not seeking work	148	11.8 %
Employed part time	124	9.9 %
Retired	102	8.1 %
Student (tech/college)	57	4.5 %
House spouse	20	1.6 %
Not employed, due to a disability	160	12.7 %
Student (K-12)	20	1.6 %
Not employed, seeking work	146	11.6 %
Total	1265	

**Q22. Including yourself, how many people live in your home?**

Q22. How many people live in your home	Number	Percent
One	453	36.1 %
Two	270	21.5 %
Three	145	11.6 %
Four	105	8.4 %
Five	37	2.9 %
Six+	71	5.7 %
Not provided	174	13.9 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q22. Including yourself, how many people live in your home? (without "not provided")**

Q22. How many people live in your home	Number	Percent
One	453	41.9 %
Two	270	25.0 %
Three	145	13.4 %
Four	105	9.7 %
Five	37	3.4 %
Six+	71	6.6 %
Total	1081	100.0 %

**Q23. What was your annual household income in 2023?**

Q23. What was your annual household income in 2023

	Number	Percent
Less than \$15K	448	35.7 %
\$15K-\$24,999	201	16.0 %
\$25K-\$34,999	116	9.2 %
\$35K-\$49,999	69	5.5 %
\$50K-\$74,999	29	2.3 %
\$75K-\$99,999	7	0.6 %
\$100K-\$149,999	7	0.6 %
\$150K-\$199,999	1	0.1 %
\$200K+	5	0.4 %
Don't know	372	29.6 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q23. What was your annual household income in 2023? (without "don't know")**

Q23. What was your annual household income in 2023

	Number	Percent
Less than \$15K	448	50.7 %
\$15K-\$24,999	201	22.8 %
\$25K-\$34,999	116	13.1 %
\$35K-\$49,999	69	7.8 %
\$50K-\$74,999	29	3.3 %
\$75K-\$99,999	7	0.8 %
\$100K-\$149,999	7	0.8 %
\$150K-\$199,999	1	0.1 %
\$200K+	5	0.6 %
Total	883	100.0 %

**Q24. Do you speak a language other than English at home?**

Q24. Do you speak a language other than English at home

	Number	Percent
Yes	221	17.6 %
No	788	62.8 %
Not provided	246	19.6 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q24. Do you speak a language other than English at home? (without "not provided")**

Q24. Do you speak a language other than English

at home	Number	Percent
Yes	221	21.9 %
No	788	78.1 %
Total	1009	100.0 %

**Q24-1. Which language?**

Q24-1. Which language	Number	Percent
Spanish	79	77.5 %
Choctaw	3	2.9 %
Arabic	3	2.9 %
Hindi	2	2.0 %
Japanese	2	2.0 %
French	2	2.0 %
Portuguese	2	2.0 %
SEMINOLE	1	1.0 %
SIGN LANGUAGE	1	1.0 %
THAI	1	1.0 %
RUSSIAN/HEBREW	1	1.0 %
Cherokee	1	1.0 %
Spanish, French	1	1.0 %
Pacific Islander	1	1.0 %
Chinese	1	1.0 %
Native	1	1.0 %
Total	102	100.0 %

**Q24a. How well do you speak English?**

Q24a. How well do you speak English	Number	Percent
Very well	166	75.1 %
Well	27	12.2 %
Less than well	11	5.0 %
Not well at all	3	1.4 %
Prefer not to answer	14	6.3 %
Total	221	100.0 %

**WITHOUT NOT PROVIDED**

**Q24a. How well do you speak English? (without "prefer not to answer")**

Q24a. How well do you speak English	Number	Percent
Very well	166	80.2 %
Well	27	13.0 %
Less than well	11	5.3 %
Not well at all	3	1.4 %
Total	207	100.0 %

**Q25. What is your home zip code?**

Q25. Your home zip code	Number	Percent
73127	69	7.4 %
73129	65	6.9 %
73112	65	6.9 %
73111	61	6.5 %
73109	59	6.3 %
73106	58	6.2 %
73119	54	5.8 %
73107	51	5.4 %
73108	41	4.4 %
73117	33	3.5 %
73110	25	2.7 %
73115	25	2.7 %
73159	24	2.6 %
73132	23	2.5 %
73139	22	2.3 %
73135	19	2.0 %
73105	17	1.8 %
73120	13	1.4 %
73114	12	1.3 %
73008	11	1.2 %
73118	10	1.1 %
73102	10	1.1 %
73103	9	1.0 %
73122	8	0.9 %
73121	8	0.9 %
73013	7	0.7 %
73179	5	0.5 %
73071	5	0.5 %
73104	5	0.5 %
73137	4	0.4 %
73162	4	0.4 %
73099	4	0.4 %
73020	4	0.4 %
73160	4	0.4 %
73128	4	0.4 %
73084	4	0.4 %
73019	3	0.3 %
73069	3	0.3 %
73149	3	0.3 %
73012	3	0.3 %
73034	2	0.2 %
73199	2	0.2 %
73124	2	0.2 %
73608	2	0.2 %
76106	2	0.2 %
73134	2	0.2 %

**Q25. What is your home zip code?**

Q25. Your home zip code	Number	Percent
73142	2	0.2 %
73150	2	0.2 %
73219	2	0.2 %
71130	2	0.2 %
73036	2	0.2 %
73101	2	0.2 %
73116	2	0.2 %
73026	2	0.2 %
73113	2	0.2 %
33108	1	0.1 %
75371	1	0.1 %
95348	1	0.1 %
73173	1	0.1 %
73232	1	0.1 %
74116	1	0.1 %
93083	1	0.1 %
76109	1	0.1 %
78103	1	0.1 %
73206	1	0.1 %
73136	1	0.1 %
75137	1	0.1 %
73028	1	0.1 %
73014	1	0.1 %
73146	1	0.1 %
73613	1	0.1 %
43112	1	0.1 %
74123	1	0.1 %
73177	1	0.1 %
70317	1	0.1 %
72137	1	0.1 %
73070	1	0.1 %
29646	1	0.1 %
73491	1	0.1 %
73130	1	0.1 %
73123	1	0.1 %
73471	1	0.1 %
73210	1	0.1 %
73419	1	0.1 %
73068	1	0.1 %
76112	1	0.1 %
76103	1	0.1 %
71105	1	0.1 %
73100	1	0.1 %
74868	1	0.1 %
73017	1	0.1 %
73072	1	0.1 %



**Q25. What is your home zip code?**

Q25. Your home zip code	Number	Percent
73505	1	0.1 %
73038	1	0.1 %
38139	1	0.1 %
73141	1	0.1 %
73016	1	0.1 %
73005	1	0.1 %
73701	1	0.1 %
72139	1	0.1 %
73170	1	0.1 %
76120	1	0.1 %
73178	1	0.1 %
73217	1	0.1 %
73501	1	0.1 %
17103	1	0.1 %
74653	1	0.1 %
73801	1	0.1 %
74403	1	0.1 %
Total	938	100.0 %

**Q26. In what year were you born?**

Q26. Year you were born	Number	Percent
Before 1955	47	3.7 %
1956-1965	148	11.8 %
1966-1975	228	18.2 %
1976-1985	252	20.1 %
1986-1995	181	14.4 %
1996-2005	126	10.0 %
2006 or after	16	1.3 %
Not provided	257	20.5 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q26. In what year were you born? (without "not provided")**

Q26. Year you were born	Number	Percent
Before 1955	47	4.7 %
1956-1965	148	14.8 %
1966-1975	228	22.8 %
1976-1985	252	25.3 %
1986-1995	181	18.1 %
1996-2005	126	12.6 %
2006 or after	16	1.6 %
Total	998	100.0 %

**Q26. Age:**

Q26. Age	Number	Percent
Younger than 18	16	1.3 %
18-34	225	17.9 %
35-44	240	19.1 %
45-54	247	19.7 %
55-64	176	14.0 %
65+	94	7.5 %
Not provided	257	20.5 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q26. Age: (without "not provided")**

Q26. Age	Number	Percent
Younger than 18	16	1.6 %
18-34	225	22.5 %
35-44	240	24.0 %
45-54	247	24.7 %
55-64	176	17.6 %
65+	94	9.4 %
Total	998	100.0 %

**Q27. Do you qualify for reduced bus fare based on age or disability?**

Q27. Do you qualify for reduced bus fare based on age or disability	Number	Percent
Yes	395	31.5 %
No	683	54.4 %
Not provided	177	14.1 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q27. Do you qualify for reduced bus fare based on age or disability? (without "not provided")**

Q27. Do you qualify for reduced bus fare based on age or disability	Number	Percent
Yes	395	36.6 %
No	683	63.4 %
Total	1078	100.0 %

**Q28. Have you utilized ADA PLUS Paratransit services in the last year?**

Q28. Have you utilized ADA PLUS Paratransit services in last year	Number	Percent
Yes	85	6.8 %
No	935	74.5 %
Not provided	235	18.7 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q28. Have you utilized ADA PLUS Paratransit services in the last year? (without "not provided")**

Q28. Have you utilized ADA PLUS Paratransit services in last year	Number	Percent
Yes	85	8.3 %
No	935	91.7 %
Total	1020	100.0 %

**Q28-1. How many times have you utilized ADA PLUS Paratransit services?**

Q28-1. How many times	Number	Percent
1	2	2.4 %
2	1	1.2 %
3	1	1.2 %
4	1	1.2 %
5	2	2.4 %
6+	7	8.2 %
Not provided	71	83.5 %
Total	85	100.0 %

**WITHOUT NOT PROVIDED****Q28-1. How many times have you utilized ADA PLUS Paratransit services? (without "not provided")**

Q28-1. How many times	Number	Percent
1	2	14.3 %
2	1	7.1 %
3	1	7.1 %
4	1	7.1 %
5	2	14.3 %
6+	7	50.0 %
Total	14	100.0 %

**Q29. Are you aware that EMBARK offers other mobility services, such as senior transportation programs?**

Q29. Are you aware that EMBARK offers other mobility services	Number	Percent
Yes	479	38.2 %
No	572	45.6 %
Not provided	204	16.3 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q29. Are you aware that EMBARK offers other mobility services, such as senior transportation programs? (without "not provided")**

Q29. Are you aware that EMBARK offers other mobility services	Number	Percent
Yes	479	45.6 %
No	572	54.4 %
Total	1051	100.0 %

**Q30. Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free?**

Q30. Are you familiar with EMBARK's Haul Pass program	Number	Percent
Yes	360	28.7 %
No	715	57.0 %
Not provided	180	14.3 %
Total	1255	100.0 %

**WITHOUT NOT PROVIDED****Q30. Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free? (without "not provided")**

Q30. Are you familiar with EMBARK's Haul Pass program	Number	Percent
Yes	360	33.5 %
No	715	66.5 %
Total	1075	100.0 %

**Q30a. Do you have a youth in your household that could benefit from this program or that has signed up for it?**

Q30a. Do you have a youth in your household that could benefit from this program or that has signed up for it	Number	Percent
Yes	116	32.2 %
No	233	64.7 %
Not provided	11	3.1 %
Total	360	100.0 %

**WITHOUT NOT PROVIDED**

**Q30a. Do you have a youth in your household that could benefit from this program or that has signed up for it? (without "not provided")**

Q30a. Do you have a youth in your household that could benefit from this program or that has signed up for it	Number	Percent
Yes	116	33.2 %
No	233	66.8 %
Total	349	100.0 %



# Tabular Data: Norman Routes

**Q1. How often do you usually ride?**

<u>Q1. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	103	55.7 %
3-4 days per week	51	27.6 %
1-2 days per week	20	10.8 %
A few days per month	6	3.2 %
Less than once a month	3	1.6 %
Not provided	2	1.1 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q1. How often do you usually ride? (without "not provided")**

<u>Q1. How often do you usually ride</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	103	56.3 %
3-4 days per week	51	27.9 %
1-2 days per week	20	10.9 %
A few days per month	6	3.3 %
Less than once a month	3	1.6 %
Total	183	100.0 %

**Q2. How long have you been riding transit in the Norman area?**

<u>Q2. How long have you been riding transit in Norman area</u>	<u>Number</u>	<u>Percent</u>
This is my first time	5	2.7 %
6 months or less	41	22.2 %
6 months to a year	36	19.5 %
1-2 years	41	22.2 %
More than 2 years	58	31.4 %
Not provided	4	2.2 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q2. How long have you been riding transit in the Norman area? (without "not provided")**

Q2. How long have you been riding transit in

Norman area	Number	Percent
This is my first time	5	2.8 %
6 months or less	41	22.7 %
6 months to a year	36	19.9 %
1-2 years	41	22.7 %
More than 2 years	58	32.0 %
Total	181	100.0 %

**Q3. In the past year, has EMBARK Norman overall...**Q3. What has EMBARK Norman become in past  
year

	Number	Percent
Gotten better	85	45.9 %
Stayed about the same	75	40.5 %
Gotten worse	15	8.1 %
Not provided	10	5.4 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q3. In the past year, has EMBARK Norman overall... (without "not provided")**Q3. What has EMBARK Norman become in past  
year

	Number	Percent
Gotten better	85	48.6 %
Stayed about the same	75	42.9 %
Gotten worse	15	8.6 %
Total	175	100.0 %

**Q4. Will you still use EMBARK Norman one year from now?**Q4. Will you still use EMBARK Norman one year  
from now

	Number	Percent
Yes	125	67.6 %
No	6	3.2 %
Maybe	37	20.0 %
Not provided	17	9.2 %
Total	185	100.0 %



**WITHOUT NOT PROVIDED****Q4. Will you still use EMBARK Norman one year from now? (without "not provided")**

Q4. Will you still use EMBARK Norman one year  
from now

	Number	Percent
Yes	125	74.4 %
No	6	3.6 %
Maybe	37	22.0 %
Total	168	100.0 %

**Q5. What primary purposes do you ride EMBARK Norman most frequently?**

Q5. What primary purposes do you ride

EMBARK Norman most frequently	Number	Percent
Work	53	28.6 %
School (K-12) School	2	1.1 %
School (Tech, College, University)	26	14.1 %
Social Service	4	2.2 %
Shopping/Errands	90	48.6 %
Groceries/Getting Necessities/Dining Out	53	28.6 %
Entertainment/Social Recreation	24	13.0 %
Medical	21	11.4 %
Meeting	9	4.9 %
Other	8	4.3 %
Total	290	

**Q5-1. Zip code of workplace:**

Q5-1. Zip code of workplace	Number	Percent
73071	18	45.0 %
73069	13	32.5 %
73072	6	15.0 %
73079	1	2.5 %
73121	1	2.5 %
73077	1	2.5 %
Total	40	100.0 %

**Q5-1. Name of workplace:**

Q5-1. Name of workplace	Number	Percent
UNIV OF OKLAHOMA	3	14.3 %
CHIK-FIL-A	2	9.5 %
BRAUMS	2	9.5 %
ADAMS ELEMENTARY	1	4.8 %
BILLY SIMS BBQ	1	4.8 %
KFC	1	4.8 %
NOFMAN TRANSCAPE	1	4.8 %
NORMAN REGIONAL	1	4.8 %
REACH OUT	1	4.8 %
LITTLE CEASARS	1	4.8 %
ARBYS	1	4.8 %
PETSMART	1	4.8 %
IGNITE MEDICAL RESORT	1	4.8 %
WALMART	1	4.8 %
ACE HARDWARE	1	4.8 %
CHEDDARS	1	4.8 %
MCFARLIN	1	4.8 %
Total	21	100.0 %

**Q5-2. K-12 school:**

Q5-2. K-12 School	Number	Percent
NORMAN HIGH	1	100.0 %
Total	1	100.0 %

**Q5-3. Tech, college, university:**

Q5-3. Tech, College, University	Number	Percent
UNIVERSITY OF OKLAHOMA	20	100.0 %
Total	20	100.0 %

**Q5-4. Place name of social service:**

Q5-4. Place Name of Social Service	Number	Percent
HOUSING RESOURCES	1	100.0 %
Total	1	100.0 %

**Q5-10. Other:**

Q5-10. Other	Number	Percent
CAMPUS CORNER	1	14.3 %
NO CAR	1	14.3 %
YMCA	1	14.3 %
FAMILY EVENTS	1	14.3 %
SHELTER	1	14.3 %
CHURCH	1	14.3 %
BOWLING	1	14.3 %
Total	7	100.0 %

**Q6. How did you get from your home to the nearest bus stop?**

Q6. How did you get from your home to nearest

<u>bus stop</u>	<u>Number</u>	<u>Percent</u>
Walk	168	90.8 %
Bicycle	8	4.3 %
Mobility device	1	0.5 %
Dropped off	4	2.2 %
Drove alone	1	0.5 %
Not provided	3	1.6 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q6. How did you get from your home to the nearest bus stop? (without "not provided")**

Q6. How did you get from your home to nearest

<u>bus stop</u>	<u>Number</u>	<u>Percent</u>
Walk	168	92.3 %
Bicycle	8	4.4 %
Mobility device	1	0.5 %
Dropped off	4	2.2 %
Drove alone	1	0.5 %
Total	182	100.0 %

**Q6-1. How many minutes did you walk?**

Q6-1. How many minutes did you walk

	<u>Number</u>	<u>Percent</u>
0-5	44	26.2 %
6-10	23	13.7 %
10+	28	16.7 %
Not provided	73	43.5 %
Total	168	100.0 %

**WITHOUT NOT PROVIDED****Q6-1. How many minutes did you walk? (without "not provided")**

Q6-1. How many minutes did you walk

	<u>Number</u>	<u>Percent</u>
0-5	44	46.3 %
6-10	23	24.2 %
10+	28	29.5 %
Total	95	100.0 %

**Q6-2. How many minutes did you bike?**

<u>Q6-2. How many minutes did you bike</u>	<u>Number</u>	<u>Percent</u>
0-5	4	50.0 %
6-10	1	12.5 %
Not provided	3	37.5 %
Total	8	100.0 %

**WITHOUT NOT PROVIDED****Q6-2. How many minutes did you bike? (without "not provided")**

<u>Q6-2. How many minutes did you bike</u>	<u>Number</u>	<u>Percent</u>
0-5	4	80.0 %
6-10	1	20.0 %
Total	5	100.0 %

**Q6-4. How were you dropped off?**

<u>Q6-4. How were you dropped off</u>	<u>Number</u>	<u>Percent</u>
Car	2	50.0 %
Uber	1	25.0 %
Not provided	1	25.0 %
Total	4	100.0 %

**WITHOUT NOT PROVIDED****Q6-4. How were you drop off? (without "not provided")**

<u>Q6-4. How were you dropped off</u>	<u>Number</u>	<u>Percent</u>
Car	2	66.7 %
Uber	1	33.3 %
Total	3	100.0 %

**Q6-5. Where did you park?**

<u>Q6-5. Where did you park</u>	<u>Number</u>	<u>Percent</u>
GRIFFIN	1	100.0 %
Total	1	100.0 %

**Q7. Counting this EMBARK trip, how many transfers will you make to reach your destination?**

Q7. How many transfers will you make to reach  
your destination

	Number	Percent
None	52	28.1 %
One	65	35.1 %
Two	47	25.4 %
Three or more	17	9.2 %
Not provided	4	2.2 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q7. Counting this EMBARK trip, how many transfers will you make to reach your destination? (without "not provided")**

Q7. How many transfers will you make to reach  
your destination

	Number	Percent
None	52	28.7 %
One	65	35.9 %
Two	47	26.0 %
Three or more	17	9.4 %
Total	181	100.0 %

**Q8. Does your primary boarding stop have any of the following amenities?**

Q8. Does your primary boarding stop have any following amenities	Number	Percent
Shelter	68	36.8 %
Lighting	43	23.2 %
Sidewalks	117	63.2 %
Benches	86	46.5 %
Bike rack	27	14.6 %
Trash can	48	25.9 %
Total	389	

**Q9. How would you rate your satisfaction with EMBARK Norman's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

(N=185)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q9-1. Availability of accessible bus stops	46.5%	30.8%	13.5%	4.3%	3.8%	1.1%
Q9-2. Courtesy & helpfulness of drivers	58.9%	25.4%	9.7%	3.2%	1.6%	1.1%
Q9-3. Safe operation of buses by drivers	59.5%	25.9%	8.6%	3.2%	0.0%	2.7%
Q9-4. Safety while riding this bus route	60.5%	28.1%	6.5%	1.1%	0.5%	3.2%
Q9-5. Safety while waiting at a bus stop	50.8%	31.9%	10.3%	4.3%	0.0%	2.7%
Q9-6. Safety at Transit Center	46.5%	32.4%	11.9%	4.3%	1.6%	3.2%
Q9-7. Cleanliness of buses	54.1%	25.4%	15.1%	2.7%	0.5%	2.2%
Q9-8. Cleanliness of bus stops	41.6%	31.4%	16.8%	2.7%	1.1%	6.5%
Q9-9. Cleanliness of Transit Center	47.0%	29.2%	15.7%	3.8%	1.6%	2.7%
Q9-10. Ease of planning a trip	45.4%	26.5%	15.1%	7.0%	2.7%	3.2%
Q9-11. Ease of locating a bus stop	45.9%	28.6%	14.6%	3.2%	2.7%	4.9%
Q9-12. Ease of getting real-time information	43.2%	28.1%	10.8%	8.1%	2.7%	7.0%
Q9-13. Effectiveness of customer communication	43.8%	29.2%	12.4%	5.9%	1.6%	7.0%
Q9-14. Buses arrive on time	36.2%	33.5%	15.7%	7.6%	2.2%	4.9%
Q9-15. Frequency of service	44.3%	28.1%	15.7%	7.0%	3.2%	1.6%
Q9-16. Reliability of service	50.3%	29.7%	10.8%	4.3%	2.2%	2.7%



**Q9. How would you rate your satisfaction with EMBARK Norman's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q9-17. Hours of service	44.9%	27.6%	13.0%	7.6%	2.7%	4.3%

**WITHOUT NOT PROVIDED**

**Q9. How would you rate your satisfaction with EMBARK Norman's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

(N=185)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-1. Availability of accessible bus stops	47.0%	31.1%	13.7%	4.4%	3.8%
Q9-2. Courtesy & helpfulness of drivers	59.6%	25.7%	9.8%	3.3%	1.6%
Q9-3. Safe operation of buses by drivers	61.1%	26.7%	8.9%	3.3%	0.0%
Q9-4. Safety while riding this bus route	62.6%	29.1%	6.7%	1.1%	0.6%
Q9-5. Safety while waiting at a bus stop	52.2%	32.8%	10.6%	4.4%	0.0%
Q9-6. Safety at Transit Center	48.0%	33.5%	12.3%	4.5%	1.7%
Q9-7. Cleanliness of buses	55.2%	26.0%	15.5%	2.8%	0.6%
Q9-8. Cleanliness of bus stops	44.5%	33.5%	17.9%	2.9%	1.2%
Q9-9. Cleanliness of Transit Center	48.3%	30.0%	16.1%	3.9%	1.7%
Q9-10. Ease of planning a trip	46.9%	27.4%	15.6%	7.3%	2.8%
Q9-11. Ease of locating a bus stop	48.3%	30.1%	15.3%	3.4%	2.8%
Q9-12. Ease of getting real-time information	46.5%	30.2%	11.6%	8.7%	2.9%
Q9-13. Effectiveness of customer communication	47.1%	31.4%	13.4%	6.4%	1.7%
Q9-14. Buses arrive on time	38.1%	35.2%	16.5%	8.0%	2.3%

**Q9. How would you rate your satisfaction with EMBARK Norman's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")**

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q9-15. Frequency of service	45.1%	28.6%	15.9%	7.1%	3.3%
Q9-16. Reliability of service	51.7%	30.6%	11.1%	4.4%	2.2%
Q9-17. Hours of service	46.9%	28.8%	13.6%	7.9%	2.8%

**Q9a. From the ratings you gave in Question 9, which THREE questions are most important to you?**

Q9a. Top choice	Number	Percent
Availability of accessible bus stops	22	11.9 %
Courtesy & helpfulness of drivers	9	4.9 %
Safe operation of buses by drivers	9	4.9 %
Safety while riding this bus route	7	3.8 %
Safety while waiting at a bus stop	3	1.6 %
Safety at Transit Center	4	2.2 %
Cleanliness of buses	9	4.9 %
Cleanliness of bus stops	1	0.5 %
Cleanliness of Transit Center	2	1.1 %
Ease of planning a trip	4	2.2 %
Ease of locating a bus stop	2	1.1 %
Ease of getting real-time information	7	3.8 %
Buses arrive on time	14	7.6 %
Frequency of service	4	2.2 %
Reliability of service	6	3.2 %
Hours of service	29	15.7 %
None chosen	53	28.6 %
Total	185	100.0 %

**Q9a. From the ratings you gave in Question 9, which THREE questions are most important to you?**

Q9a. 2nd choice	Number	Percent
Availability of accessible bus stops	9	4.9 %
Courtesy & helpfulness of drivers	3	1.6 %
Safe operation of buses by drivers	6	3.2 %
Safety while riding this bus route	7	3.8 %
Safety while waiting at a bus stop	8	4.3 %
Safety at Transit Center	6	3.2 %
Cleanliness of buses	9	4.9 %
Cleanliness of bus stops	5	2.7 %
Cleanliness of Transit Center	5	2.7 %
Ease of planning a trip	6	3.2 %
Ease of locating a bus stop	5	2.7 %
Ease of getting real-time information	8	4.3 %
Effectiveness of customer communication	4	2.2 %
Buses arrive on time	13	7.0 %
Frequency of service	11	5.9 %
Reliability of service	7	3.8 %
Hours of service	7	3.8 %
None chosen	66	35.7 %
Total	185	100.0 %

**Q9a. From the ratings you gave in Question 9, which THREE questions are most important to you?**

Q9a. 3rd choice	Number	Percent
Availability of accessible bus stops	9	4.9 %
Courtesy & helpfulness of drivers	6	3.2 %
Safe operation of buses by drivers	5	2.7 %
Safety while riding this bus route	8	4.3 %
Safety while waiting at a bus stop	6	3.2 %
Safety at Transit Center	6	3.2 %
Cleanliness of buses	4	2.2 %
Cleanliness of bus stops	2	1.1 %
Cleanliness of Transit Center	1	0.5 %
Ease of planning a trip	7	3.8 %
Ease of locating a bus stop	6	3.2 %
Ease of getting real-time information	9	4.9 %
Effectiveness of customer communication	1	0.5 %
Buses arrive on time	12	6.5 %
Frequency of service	6	3.2 %
Reliability of service	14	7.6 %
Hours of service	9	4.9 %
None chosen	74	40.0 %
Total	185	100.0 %

**Q9a. From the ratings you gave in Question 9, which THREE questions are most important to you? (top 3)**

Q9a. Top choice	Number	Percent
Availability of accessible bus stops	40	21.6 %
Courtesy & helpfulness of drivers	18	9.7 %
Safe operation of buses by drivers	20	10.8 %
Safety while riding this bus route	22	11.9 %
Safety while waiting at a bus stop	17	9.2 %
Safety at Transit Center	16	8.6 %
Cleanliness of buses	22	11.9 %
Cleanliness of bus stops	8	4.3 %
Cleanliness of Transit Center	8	4.3 %
Ease of planning a trip	17	9.2 %
Ease of locating a bus stop	13	7.0 %
Ease of getting real-time information	24	13.0 %
Effectiveness of customer communication	5	2.7 %
Buses arrive on time	39	21.1 %
Frequency of service	21	11.4 %
Reliability of service	27	14.6 %
Hours of service	45	24.3 %
None chosen	53	28.6 %
Total	415	

**Q10. Overall, how satisfied are you with EMBARK Norman service?**

Q10. How satisfied are you with EMBARK

<u>Norman service</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	72	38.9 %
Satisfied	75	40.5 %
Neutral	23	12.4 %
Dissatisfied	4	2.2 %
Very dissatisfied	3	1.6 %
Not provided	8	4.3 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q10. Overall, how satisfied are you with EMBARK Norman service? (without "not provided")**

Q10. How satisfied are you with EMBARK

<u>Norman service</u>	<u>Number</u>	<u>Percent</u>
Very satisfied	72	40.7 %
Satisfied	75	42.4 %
Neutral	23	13.0 %
Dissatisfied	4	2.3 %
Very dissatisfied	3	1.7 %
Total	177	100.0 %

**Q11. What ONE improvement would you like to see in transit service here in the area?**

Q11. What one improvement would you like to see

<u>in transit service here in the area</u>	<u>Number</u>	<u>Percent</u>
Weekday service starting at 6am	18	9.7 %
Weekend service until 10pm	41	22.2 %
30 min service on weekday routes	18	9.7 %
Hourly night routes until 12am	22	11.9 %
Sunday service	54	29.2 %
Expanded coverage	9	4.9 %
Not provided	23	12.4 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q11. What ONE improvement would you like to see in transit service here in the area? (without "not provided")**

Q11. What one improvement would you like to see

<u>in transit service here in the area</u>	<u>Number</u>	<u>Percent</u>
Weekday service starting at 6am	18	11.1 %
Weekend service until 10pm	41	25.3 %
30 min service on weekday routes	18	11.1 %
Hourly night routes until 12am	22	13.6 %
Sunday service	54	33.3 %
Expanded coverage	9	5.6 %
Total	162	100.0 %

**Q11-6. Where will expanded coverage to?**

<u>Q11-6. Where will expanded coverage to</u>	<u>Number</u>	<u>Percent</u>
EVERYWHERE IN NORMAN	1	11.1 %
NORMAN EAST LIBRARY, NORMAN WEST LIBRARY FOR WORK OR SERVICES	1	11.1 %
DOWN CLASSEN TOWARDS HIGHWAY 9	1	11.1 %
AMTRAK	1	11.1 %
28TH AVE NW NORMAN	1	11.1 %
WEST NORMAN LIBRARY AND ED NOBLE PARKWAY ST	1	11.1 %
ACROSS THE HIGHWAY-HIWAY 35	1	11.1 %
MOORE	1	11.1 %
SOUTH CLASSEN	1	11.1 %
Total	9	100.0 %

**Q12. How many minutes is acceptable for a bus to depart beyond its scheduled time?**

Q12. How many minutes is acceptable for a bus

<u>to depart beyond its scheduled time</u>	<u>Number</u>	<u>Percent</u>
0-3 minutes	50	27.0 %
4-8 minutes	85	45.9 %
9-12 minutes	15	8.1 %
13-15 minutes	6	3.2 %
15+ minutes	6	3.2 %
Not provided	23	12.4 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q12. How many minutes is acceptable for a bus to depart beyond its scheduled time? (without "not provided")**

Q12. How many minutes is acceptable for a bus  
to depart beyond its scheduled time

	Number	Percent
0-3 minutes	50	30.9 %
4-8 minutes	85	52.5 %
9-12 minutes	15	9.3 %
13-15 minutes	6	3.7 %
15+ minutes	6	3.7 %
Total	162	100.0 %

**Q13. What is the primary reason you use EMBARK Norman?**

Q13. What is primary reason you use EMBARK  
Norman

	Number	Percent
Cannot drive	44	23.8 %
Avoid parking	7	3.8 %
No car available	90	48.6 %
Environment	4	2.2 %
Save money	11	5.9 %
Avoid driving/traffic	6	3.2 %
Saves time	1	0.5 %
To support public transit	2	1.1 %
Not provided	20	10.8 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q13. What is the primary reason you use EMBARK Norman? (without "not provided")**

Q13. What is primary reason you use EMBARK  
Norman

	Number	Percent
Cannot drive	44	26.7 %
Avoid parking	7	4.2 %
No car available	90	54.5 %
Environment	4	2.4 %
Save money	11	6.7 %
Avoid driving/traffic	6	3.6 %
Saves time	1	0.6 %
To support public transit	2	1.2 %
Total	165	100.0 %



**Q14. Do you have a valid driver's license?**

Q14. Do you have a valid driver's license	Number	Percent
Yes	81	43.8 %
No	84	45.4 %
Not provided	20	10.8 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q14. Do you have a valid driver's license? (without "not provided")**

Q14. Do you have a valid driver's license	Number	Percent
Yes	81	49.1 %
No	84	50.9 %
Total	165	100.0 %

**Q15. Do you have a working vehicle that you could have used instead today?**

Q15. Do you have a working vehicle you could have used instead today	Number	Percent
Yes	16	8.6 %
No	147	79.5 %
Not provided	22	11.9 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q15. Do you have a working vehicle that you could have used instead today? (without "not provided")**

Q15. Do you have a working vehicle you could have used instead today	Number	Percent
Yes	16	9.8 %
No	147	90.2 %
Total	163	100.0 %

**Q16. Do you currently have access to a mobile smartphone?**

Q16. Do you currently have access to a mobile smartphone	Number	Percent
Yes	142	76.8 %
No	22	11.9 %
Not provided	21	11.4 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q16. Do you currently have access to a mobile smartphone? (without "not provided")**

Q16. Do you currently have access to a mobile smartphone	Number	Percent
Yes	142	86.6 %
No	22	13.4 %
Total	164	100.0 %

**Q16a. If "yes," does it have a data plan?**

Q16a. Does it have a data plan	Number	Percent
Yes	116	81.7 %
No	18	12.7 %
Not provided	8	5.6 %
Total	142	100.0 %

**WITHOUT NOT PROVIDED****Q16a. If "yes," does it have a data plan? (without "not provided")**

Q16a. Does it have a data plan	Number	Percent
Yes	116	86.6 %
No	18	13.4 %
Total	134	100.0 %

**Q17. Have you used any of these rider tools?**

<u>Q17. Have you used any rider tools</u>	<u>Number</u>	<u>Percent</u>
Text Alerts	21	11.4 %
EMBARK Connect	35	18.9 %
go.embarkok.com	19	10.3 %
405-235-RIDE	14	7.6 %
Ride Guide/Service Schedule	15	8.1 %
Google Maps	62	33.5 %
Moovit	4	2.2 %
Transit App	26	14.1 %
EMBARKnorman.com	36	19.5 %
NormanOK.gov	11	5.9 %
Other	5	2.7 %
Total	248	

**Q17-11. Other:**

<u>Q17-11. Other</u>	<u>Number</u>	<u>Percent</u>
EMBARK APP	2	40.0 %
EMBARK NORMAN APP	1	20.0 %
GOOGLE MAPS	1	20.0 %
NORMAN ON DEMAND	1	20.0 %
Total	5	100.0 %

**Q18. What is your gender?**

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	79	42.7 %
Female	74	40.0 %
Another gender	3	1.6 %
Prefer not to answer	29	15.7 %
Total	185	100.0 %

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

<u>Q18. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	79	50.6 %
Female	74	47.4 %
Another gender	3	1.9 %
Total	156	100.0 %

**Q18-3. Self-describe your gender:**

<u>Q18-3. Self-describe your gender</u>	<u>Number</u>	<u>Percent</u>
NON BINARY	2	66.7 %
ANDRONGYNOUS	1	33.3 %
Total	3	100.0 %

**Q19. What is your race?**

<u>Q19. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	14	7.6 %
Black or African American	40	21.6 %
American Indian or Alaska Native	24	13.0 %
White or Caucasian	85	45.9 %
Hispanic, Spanish, or Latino/a/x	17	9.2 %
Other	1	0.5 %
Total	181	

**Q19-7. Self-describe your race:**

<u>Q19-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
AFRICAN	1	100.0 %
Total	1	100.0 %

**Q20. What are you?**

<u>Q20. Your employment status</u>	<u>Number</u>	<u>Percent</u>
Employed full time	41	22.2 %
Veteran	6	3.2 %
Not employed, not seeking work	16	8.6 %
Employed part time	32	17.3 %
Retired	17	9.2 %
Student (tech/college)	31	16.8 %
House spouse	1	0.5 %
Not employed, due to a disability	18	9.7 %
Student (K-12)	1	0.5 %
<u>Not employed, seeking work</u>	<u>23</u>	<u>12.4 %</u>
Total	186	

**Q21. Including yourself, how many people live in your home?**

<u>Q21. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	57	30.8 %
Two	49	26.5 %
Three	28	15.1 %
Four	21	11.4 %
Five	6	3.2 %
Six+	3	1.6 %
<u>Not provided</u>	<u>21</u>	<u>11.4 %</u>
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q21. Including yourself, how many people live in your home? (without "not provided")**

<u>Q21. How many people live in your home</u>	<u>Number</u>	<u>Percent</u>
One	57	34.8 %
Two	49	29.9 %
Three	28	17.1 %
Four	21	12.8 %
Five	6	3.7 %
<u>Six+</u>	<u>3</u>	<u>1.8 %</u>
Total	164	100.0 %

**Q22. What was your annual household income in 2023?**

Q22. What was your annual household income in 2023	Number	Percent
Less than \$15K	61	33.0 %
\$15K-\$24,999	34	18.4 %
\$25K-\$34,999	19	10.3 %
\$35K-\$49,999	12	6.5 %
\$50K-\$74,999	6	3.2 %
\$75K-\$99,999	1	0.5 %
\$200K+	1	0.5 %
Don't know	51	27.6 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q22. What was your annual household income in 2023? (without "don't know")**

Q22. What was your annual household income in 2023	Number	Percent
Less than \$15K	61	45.5 %
\$15K-\$24,999	34	25.4 %
\$25K-\$34,999	19	14.2 %
\$35K-\$49,999	12	9.0 %
\$50K-\$74,999	6	4.5 %
\$75K-\$99,999	1	0.7 %
\$200K+	1	0.7 %
Total	134	100.0 %

**Q23. Do you speak a language other than English at home?**

Q23. Do you speak a language other than English at home	Number	Percent
Yes	49	26.5 %
No	106	57.3 %
Not provided	30	16.2 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q23. Do you speak a language other than English at home? (without "not provided")**

Q23. Do you speak a language other than English

<u>at home</u>	<u>Number</u>	<u>Percent</u>
Yes	49	31.6 %
No	106	68.4 %
Total	155	100.0 %

**Q23-1. Which language?**

<u>Q23-1. Which language</u>	<u>Number</u>	<u>Percent</u>
SPANISH	11	39.3 %
HINDI	2	7.1 %
CHINESE	2	7.1 %
TAMIL	2	7.1 %
TWI	1	3.6 %
TELUGU	1	3.6 %
TRIBE	1	3.6 %
UKRANIAN	1	3.6 %
PERSIAN	1	3.6 %
ARABIC	1	3.6 %
ASIAN	1	3.6 %
SPANISH/FRENCH	1	3.6 %
KIOWA	1	3.6 %
TURKISH	1	3.6 %
FRENCH	1	3.6 %
Total	28	100.0 %

**Q23a. How well do you speak English?**

Q23a. How well do you speak English	Number	Percent
Very well	30	61.2 %
Well	13	26.5 %
Less than well	2	4.1 %
Not well at all	2	4.1 %
Prefer not to answer	2	4.1 %
Total	49	100.0 %

**WITHOUT NOT PROVIDED****Q23a. How well do you speak English? (without "prefer not to answer")**

Q23a. How well do you speak English	Number	Percent
Very well	30	63.8 %
Well	13	27.7 %
Less than well	2	4.3 %
Not well at all	2	4.3 %
Total	47	100.0 %

**Q24. What is your home zip code?**

Q24. Your home zip code	Number	Percent
73071	72	47.7 %
73069	28	18.5 %
73072	22	14.6 %
73018	4	2.6 %
73005	3	2.0 %
73019	3	2.0 %
73070	2	1.3 %
73112	1	0.7 %
73701	1	0.7 %
73021	1	0.7 %
73098	1	0.7 %
73105	1	0.7 %
73031	1	0.7 %
77160	1	0.7 %
76691	1	0.7 %
24107	1	0.7 %
73111	1	0.7 %
73091	1	0.7 %
73121	1	0.7 %
73106	1	0.7 %
73160	1	0.7 %
73135	1	0.7 %
73110	1	0.7 %
73077	1	0.7 %
Total	151	100.0 %



**Q25. In what year were you born?**

Q25. Year in which you were born	Number	Percent
Before 1955	5	2.7 %
1956-1965	16	8.6 %
1966-1975	20	10.8 %
1976-1985	31	16.8 %
1986-1995	39	21.1 %
1996-2005	28	15.1 %
2006 or after	1	0.5 %
Not provided	45	24.3 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q25. In what year were you born? (without "not provided")**

Q25. Year in which you were born	Number	Percent
Before 1955	5	3.6 %
1956-1965	16	11.4 %
1966-1975	20	14.3 %
1976-1985	31	22.1 %
1986-1995	39	27.9 %
1996-2005	28	20.0 %
2006 or after	1	0.7 %
Total	140	100.0 %

**Q25. Age:**

Q25. Your age	Number	Percent
Younger than 18	1	0.5 %
18-34	48	25.9 %
35-44	42	22.7 %
45-54	23	12.4 %
55-64	17	9.2 %
65+	9	4.9 %
Not provided	45	24.3 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q25. Age: (without "not provided")**

Q25. Your age	Number	Percent
Younger than 18	1	0.7 %
18-34	48	34.3 %
35-44	42	30.0 %
45-54	23	16.4 %
55-64	17	12.1 %
65+	9	6.4 %
Total	140	100.0 %

**Q26. Have you utilized Norman's ADA PLUS Paratransit services in the last year?**

Q26. Have you utilized Norman's ADA PLUS Paratransit services in last year	Number	Percent
Yes	6	3.2 %
No	154	83.2 %
Not provided	25	13.5 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q26. Have you utilized Norman's ADA PLUS Paratransit services in the last year? (without "not provided")**

Q26. Have you utilized Norman's ADA PLUS Paratransit services in last year	Number	Percent
Yes	6	3.8 %
No	154	96.3 %
Total	160	100.0 %

**Q26-1. How many times?**

Q26-1. How many times	Number	Percent
1	2	33.3 %
3	1	16.7 %
4+	1	16.7 %
Not provided	2	33.3 %
Total	6	100.0 %

**WITHOUT NOT PROVIDED****Q26-1. How many times? (without "not provided")**

Q26-1. How many times	Number	Percent
1	2	50.0 %
3	1	25.0 %
4+	1	25.0 %
Total	4	100.0 %

**Q27. Have you utilized Norman's On-Demand services in the last year?**

Q27. Have you utilized Norman's On-Demand services in last year	Number	Percent
Yes	42	22.7 %
No	117	63.2 %
Not provided	26	14.1 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q27. Have you utilized Norman's On-Demand services in the last year? (without "not provided")**

Q27. Have you utilized Norman's On-Demand services in last year	Number	Percent
Yes	42	26.4 %
No	117	73.6 %
Total	159	100.0 %

**Q27-1. How many times?**

Q27-1. How many times	Number	Percent
1	4	9.5 %
2	3	7.1 %
3	4	9.5 %
4	1	2.4 %
5	2	4.8 %
6+	13	31.0 %
Not provided	15	35.7 %
Total	42	100.0 %

**WITHOUT NOT PROVIDED****Q27-1. How many times? (without "not provided")**

Q27-1. How many times	Number	Percent
1	4	14.8 %
2	3	11.1 %
3	4	14.8 %
4	1	3.7 %
5	2	7.4 %
6+	13	48.1 %
Total	27	100.0 %

**Q28. Do you know about EMBARK's Express Bus Route 024 between OKC and Norman?**

Q28. Do you know about EMBARK's Express Bus Route 024 between OKC & Norman	Number	Percent
Yes	95	51.4 %
No	63	34.1 %
Not provided	27	14.6 %
Total	185	100.0 %

**WITHOUT NOT PROVIDED****Q28. Do you know about EMBARK's Express Bus Route 024 between OKC and Norman? (without "not provided")**

Q28. Do you know about EMBARK's Express Bus Route 024 between OKC & Norman	Number	Percent
Yes	95	60.1 %
No	63	39.9 %
Total	158	100.0 %

**Q28a. If "yes" to Question 28, have you ever ridden on it?**

Q28a. Have you ever ridden on it	Number	Percent
Yes	51	53.7 %
No	39	41.1 %
Not provided	5	5.3 %
Total	95	100.0 %

**WITHOUT NOT PROVIDED**

**Q28a. If "yes" to Question 28, have you ever ridden on it? (without "not provided")**

<u>Q28a. Have you ever ridden on it</u>	<u>Number</u>	<u>Percent</u>
Yes	51	56.7 %
No	39	43.3 %
Total	90	100.0 %



## Survey Instrument: Oklahoma City Routes

2024 EMBARK Fixed Route Rider Survey

EMBARK wants your input to serve you better and improve public transit.  
Please take a few minutes to complete this important customer survey.

SUPERVISOR ONLY – D.O.W.: \_\_\_\_\_

Surveyor ID: \_\_\_\_\_ Route: \_\_\_\_\_

Date: \_\_\_\_\_ (mm/dd/yy)

Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p

1. How often do you usually ride EMBARK?  
\_\_\_\_(1) 5+ days per week      \_\_\_\_ (3) 1-2 days per week      \_\_\_\_ (5) Less than once a month  
\_\_\_\_(2) 3-4 days per week      \_\_\_\_ (4) A few days per month
2. How long have you been riding transit in the OKC area?  
\_\_\_\_(1) This is my first time      \_\_\_\_ (3) 6 months to a year      \_\_\_\_ (5) More than 2 years  
\_\_\_\_(2) 6 months or less      \_\_\_\_ (4) 1-2 years
3. In the past year, has EMBARK overall...      \_\_\_\_ (1) Gotten better      \_\_\_\_ (2) Stayed about the same      \_\_\_\_ (3) Gotten worse
4. Will you still use EMBARK one year from now?      \_\_\_\_ (1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (3) Maybe
5. What primary purposes do you ride EMBARK most frequently? [Choose up to TWO.]  
\_\_\_\_(01) Work (Zip code: \_\_\_\_\_)      \_\_\_\_ (05) Shopping/Errands  
Place Name: \_\_\_\_\_      \_\_\_\_ (06) Groceries/Getting Necessities/Dining Out  
\_\_\_\_(02) School (K-12) School: ( \_\_\_\_\_)      \_\_\_\_ (07) Entertainment/Social Recreation  
\_\_\_\_(03) School (Tech, College, University)      \_\_\_\_ (08) Medical  
School: ( \_\_\_\_\_)      \_\_\_\_ (09) Meeting  
\_\_\_\_(04) Social Service (Place name: \_\_\_\_\_)      \_\_\_\_ (10) Other: \_\_\_\_\_
6. How did you get to the nearest EMBARK bus stop today?  
\_\_\_\_(1) Walk      6.1. How many minutes did you walk? \_\_\_\_\_ minutes  
\_\_\_\_(2) Bicycle      6.2. How many minutes did you bike? \_\_\_\_\_ minutes  
\_\_\_\_(3) Mobility Device      6.3. \_\_\_\_ (1) Electric Scooter      \_\_\_\_ (2) Bird  
\_\_\_\_(4) Dropped off      6.4. \_\_\_\_ (1) Car      \_\_\_\_ (2) Uber      \_\_\_\_ (3) Taxi      \_\_\_\_ (4) Lyft  
\_\_\_\_(5) Drove alone      6.5. Where did you park? \_\_\_\_\_
7. How did you pay your EMBARK fare today? [Choose only one.]  
\_\_\_\_(1) At the Ticket Kiosk      7.1. How did you pay at the Kiosk?      \_\_\_\_ (1) Cash      \_\_\_\_ (2) Credit Card  
\_\_\_\_(2) Paper pass  
\_\_\_\_(3)Token Transit/mobile fare app
8. Counting this EMBARK trip, how many transfers will you make to reach your destination?  
\_\_\_\_(1) None      \_\_\_\_ (2) One      \_\_\_\_ (3) Two      \_\_\_\_ (4) Three or more
9. Does your primary boarding stop have any of the following amenities? [Check all that apply.]  
\_\_\_\_(1) Shelter      \_\_\_\_ (2) Lighting      \_\_\_\_ (3) Sidewalks      \_\_\_\_ (4) Benches      \_\_\_\_ (5) Bike Rack      \_\_\_\_ (6) Trash Can
10. How would you rate your satisfaction with EMBARK's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01.	Availability of accessible bus stops	5	4	3	2	1	9
02.	Courtesy and helpfulness of drivers	5	4	3	2	1	9
03.	Safe operation of buses by drivers	5	4	3	2	1	9
04.	Safety while riding this bus route	5	4	3	2	1	9
05.	Safety while waiting at a bus stop	5	4	3	2	1	9
06.	Safety at the Transit Center	5	4	3	2	1	9
07.	Cleanliness of buses	5	4	3	2	1	9
08.	Cleanliness of bus stops	5	4	3	2	1	9
09.	Cleanliness of Transit Center	5	4	3	2	1	9
10.	Ease of planning a trip	5	4	3	2	1	9
11.	Ease of locating a bus stop	5	4	3	2	1	9
12.	Ease of paying your fare	5	4	3	2	1	9
13.	Ease of getting real-time information	5	4	3	2	1	9
14.	Effectiveness of customer communication	5	4	3	2	1	9
15.	Buses arrive on time	5	4	3	2	1	9
16.	Frequency of service	5	4	3	2	1	9
17.	Reliability of service	5	4	3	2	1	9
18.	Hours of service	5	4	3	2	1	9

- 10a. From the ratings you gave above in Question 10, which THREE questions are most important to you? [Example: If you think (18) "Hours of service" is the most important write "18" next to 1st.]  
1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_
11. Overall, how satisfied are you with EMBARK service?  
\_\_\_\_(5) Very satisfied      \_\_\_\_ (4) Satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (1) Very dissatisfied

12.

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

(1) Weekday service starting at 5am

(2) Weekend service until 10pm

(3) More hourly night routes from 7pm to 12am

(Which routes? )

(4) 15 min service on selected routes

(Which routes? )

(5) Weekday routes with 30 min service until 9 or 10pm

(6) Other:

13.

How many minutes is acceptable for a bus to depart beyond its scheduled time?

(1) 0-3 minutes

(2) 4-8 minutes

(3) 9-12 minutes

(4) 13-15 minutes

(5) 15+ minutes

14.

What is the primary reason you use EMBARK for your transportation needs?

(1) Cannot drive

(2) Avoid parking

(3) No car available

(4) Environment

(5) Save money

(6) Avoid driving/traffic

(7) Convenient/Handsfree

(8) Saves time

(9) To support public transit

15.

Do you have a valid driver's license?

(1) Yes

(2) No

16.

Do you have a working vehicle that you could have used instead today?

(1) Yes

(2) No

17.

Do you currently have access to a mobile smartphone?

(1) Yes

(2) No

17a.

If "Yes," does it have a data plan?

(1) Yes

(2) No

18.

Have you used any of these rider tools? [Check all that apply.]

(01) Text Alerts

(02) Moovit

(03) EMBARK Connect

(04) Transit app

(05) go.embark.com

(06) Spokies Bikeshare app

(07) 405-235-RIDE

(08) Flowbird Parking app

(09) Token Transit

(10) Google Maps

(11) Other:

19.

What is your gender?

(1) Male

(2) Female

(3) Another gender:

(4) Prefer not to answer

20.

What is your race? [Check all that apply.]

(01) Asian or Asian Indian

(02) Black or African American

(03) American Indian or Alaska Native

(04) White or Caucasian

(05) Native Hawaiian or other Pacific Islander

(06) Hispanic, Spanish, or Latino/a/x

(99) Other:

21.

Are you: [Check all that apply.]

(01) Employed full time

(02) Veteran

(03) Not employed, not seeking work

(04) Employed part-time

(05) Retired

(06) Student (Tech/College)

(07) House spouse

(08) Not employed, due to a disability

(09) Student (K-12)

(10) Not employed, seeking work

22.

Including yourself, how many people live in your home?

(1) One

(2) Two

(3) Three

(4) Four

(5) Five

(6) Six or more

23.

What was your annual household income in 2023?

(01) Less than \$15,000

(02) \$15k-\$24,999

(03) \$25k-\$34,999

(04) \$35k-\$49,999

(05) \$50k-\$74,999

(06) \$75k-\$99,999

(07) \$100k-\$149,999

(08) \$150k-\$199,999

(09) More than \$200,000

(99) Don't know

24.

Do you speak a language other than English at home?

(1) Yes (Which language? )

(2) No

24a.

How well do you speak English?

(5) Very well

(4) Well

(3) Less than well

(2) Not well at all

(1) Prefer not to answer

25.

What is your home zip code?

26.

What year were you born?

27.

Do you qualify for reduced bus fare based on age or disability?

(1) Yes

(2) No

28.

Have you utilized ADA PLUS Paratransit services in the last year?

(1) Yes (How many times? )

(2) No

29.

Are you aware that EMBARK offers other mobility services, such as senior transportation programs?

(1) Yes

(2) No

30.

Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free?

(1) Yes [Answer 30a.]

(2) No

30a.

Do you have a youth in your household that could benefit from this program or that has signed up for it?

(1) Yes

(2) No

This concludes the survey. Thank you for helping us serve you better.

As a thank you for fully completing this survey, you may opt into a drawing for a chance to receive (1) of two \$100 Visa gift cards. If you would like to be entered, please provide your contact information below:

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





Survey Instrument:  
Norman Routes

2024 EMBARK Norman Rider Survey

EMBARK wants your input to serve you better and improve public transit. Please take a few minutes to complete this important customer survey.

SUPERVISOR ONLY – D.O.W.: \_\_\_\_\_

Surveyor ID: \_\_\_\_\_ Route: \_\_\_\_\_

Date: \_\_\_\_\_ (mm/dd/yy)

Survey Start Time: 6-9a 9a-1p 1-4p 4-7p After 7p

1. How often do you usually ride?  
\_\_\_\_(1) 5+ days per week      \_\_\_\_ (3) 1-2 days per week      \_\_\_\_ (5) Less than once a month  
\_\_\_\_(2) 3-4 days per week      \_\_\_\_ (4) A few days per month

2. How long have you been riding transit in the Norman area?  
\_\_\_\_(1) This is my first time      \_\_\_\_ (3) 6 months to a year      \_\_\_\_ (5) More than 2 years  
\_\_\_\_(2) 6 months or less      \_\_\_\_ (4) 1-2 years

3. In the past year, has EMBARK Norman overall...  
\_\_\_\_(1) Gotten better      \_\_\_\_ (2) Stayed about the same      \_\_\_\_ (3) Gotten worse

4. Will you still use EMBARK Norman one year from now?      \_\_\_\_ (1) Yes      \_\_\_\_ (2) No      \_\_\_\_ (3) Maybe

5. What primary purposes do you ride EMBARK Norman most frequently? [Choose up to TWO.]  
\_\_\_\_(01) Work (Zip code: \_\_\_\_\_)      \_\_\_\_ (05) Shopping/Errands  
Place Name: \_\_\_\_\_      \_\_\_\_ (06) Groceries/Getting Necessities/Dining Out  
\_\_\_\_(02) School (K-12) School: ( \_\_\_\_\_)      \_\_\_\_ (07) Entertainment/Social Recreation  
\_\_\_\_(03) School (Tech, College, University)      \_\_\_\_ (08) Medical  
School: ( \_\_\_\_\_)      \_\_\_\_ (09) Meeting  
\_\_\_\_(04) Social Service (Place name: \_\_\_\_\_)      \_\_\_\_ (10) Other: \_\_\_\_\_

6. How did you get from your home to the nearest bus stop?  
\_\_\_\_(1) Walk      6.1. How many minutes did you walk? \_\_\_\_\_ minutes  
\_\_\_\_(2) Bicycle      6.2. How many minutes did you bike? \_\_\_\_\_ minutes  
\_\_\_\_(3) Mobility Device      6.3. \_\_\_\_ (1) Electric Scooter      \_\_\_\_ (2) Bird  
\_\_\_\_(4) Dropped off      6.4. \_\_\_\_ (1) Car      \_\_\_\_ (2) Uber      \_\_\_\_ (3) Taxi      \_\_\_\_ (4) Lyft  
\_\_\_\_(5) Drove alone      6.5. Where did you park? \_\_\_\_\_

7. Counting this EMBARK trip, how many transfers will you make to reach your destination?  
\_\_\_\_(1) None      \_\_\_\_ (2) One      \_\_\_\_ (3) Two      \_\_\_\_ (4) Three or more

8. Does your primary boarding stop have any of the following amenities? [Check all that apply.]  
\_\_\_\_(1) Shelter      \_\_\_\_ (2) Lighting      \_\_\_\_ (3) Sidewalks      \_\_\_\_ (4) Benches      \_\_\_\_ (5) Bike Rack      \_\_\_\_ (6) Trash Can

9. How would you rate your satisfaction with EMBARK Norman's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	N/A
01. Availability of accessible bus stops	5	4	3	2	1	9
02. Courtesy and helpfulness of drivers	5	4	3	2	1	9
03. Safe operation of buses by drivers	5	4	3	2	1	9
04. Safety while riding this bus route	5	4	3	2	1	9
05. Safety while waiting at a bus stop	5	4	3	2	1	9
06. Safety at the Transit Center	5	4	3	2	1	9
07. Cleanliness of buses	5	4	3	2	1	9
08. Cleanliness of bus stops	5	4	3	2	1	9
09. Cleanliness of Transit Center	5	4	3	2	1	9
10. Ease of planning a trip	5	4	3	2	1	9
11. Ease of locating a bus stop	5	4	3	2	1	9
12. Ease of getting real-time information	5	4	3	2	1	9
13. Effectiveness of customer communication	5	4	3	2	1	9
14. Buses arrive on time	5	4	3	2	1	9
15. Frequency of service	5	4	3	2	1	9
16. Reliability of service	5	4	3	2	1	9
17. Hours of service	5	4	3	2	1	9

9a. From the ratings you gave above in Question 9, which THREE questions are most important to you? [Example: If you think (17) "Hours of service" is the most important write "17" next to 1st.]  
1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_

10. Overall, how satisfied are you with EMBARK Norman service?  
\_\_\_\_(5) Very satisfied      \_\_\_\_ (4) Satisfied      \_\_\_\_ (3) Neutral      \_\_\_\_ (2) Dissatisfied      \_\_\_\_ (1) Very dissatisfied

11.

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

(1) Weekday service starting at 6am

(2) Weekend service until 10pm

(3) 30 min service on weekday routes

(4) Hourly night routes until 12am

(5) Sunday service

(6) Expanded coverage (Where to? \_\_\_\_\_)

12.

How many minutes is acceptable for a bus to depart beyond its scheduled time?

(1) 0-3 minutes

(2) 4-8 minutes

(3) 9-12 minutes

(4) 13-15 minutes

(5) 15+ minutes

13.

What is the primary reason you use EMBARK Norman?

(1) Cannot drive

(2) Avoid parking

(3) No car available

(4) Environment

(5) Save money

(6) Avoid driving/traffic

(6) Convenient/Handsfree

(8) Saves time

(9) To support public transit

14.

Do you have a valid driver's license?

(1) Yes

(2) No

15.

Do you have a working vehicle that you could have used instead today?

(1) Yes

(2) No

16.

Do you currently have access to a mobile smartphone?

(1) Yes [Answer Q16a.]

(2) No

16a.

If "Yes," does it have a data plan?

(1) Yes

(2) No

17.

Have you used any of these rider tools? [Check all that apply.]

(01) Text Alerts

(02) EMBARK Connect

(03) go.embark.com

(04) 405-235-RIDE

(05) Ride Guide/Service Schedule

(06) Google Maps

(07) Moovit

(08) Transit app

(09) EMBARKnorman.com

(10) NormanOK.gov

(11) Other: \_\_\_\_\_

18.

What is your gender?

(1) Male

(2) Female

(3) Another gender: \_\_\_\_\_

(4) Prefer not to answer

19.

What is your race? [Check all that apply.]

(01) Asian or Asian Indian

(02) Black or African American

(03) American Indian or Alaska Native

(04) White or Caucasian

(05) Native Hawaiian or other Pacific Islander

(06) Hispanic, Spanish, or Latino/a/x

(99) Other: \_\_\_\_\_

20.

Are you: [Check all that apply.]

(01) Employed full time

(02) Veteran

(03) Not employed, not seeking work

(04) Employed part-time

(05) Retired

(06) Student (Tech/College)

(07) House spouse

(08) Not employed, due to a disability

(09) Student (K-12)

(10) Not employed, seeking work

21.

Including yourself, how many people live in your home?

(1) One

(2) Two

(3) Three

(4) Four

(5) Five

(6) Six or more

22.

What was your annual household income in 2023?

(01) Less than \$15,000

(02) \$15k-\$24,999

(03) \$25k-\$34,999

(04) \$35k-\$49,999

(05) \$50k-\$74,999

(06) \$75k-\$99,999

(07) \$100k-\$149,999

(08) \$150k-\$199,999

(09) More than \$200,000

(99) Don't know

23.

Do you speak a language other than English at home?

(1) Yes (Which language? \_\_\_\_\_)

(2) No

23a.

How well do you speak English?

(5) Very well

(4) Well

(3) Less than well

(2) Not well at all

(1) Prefer not to answer

24.

What is your home zip code? \_\_\_\_\_

25.

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

26.

Have you utilized Norman's ADA PLUS Paratransit services in the last year?

(1) Yes (How many times? \_\_\_\_\_)

(2) No

27.

Have you utilized Norman's On-Demand services in the last year?

(1) Yes (How many times? \_\_\_\_\_)

(2) No

28.

Do you know about EMBARK's Express Bus Route 024 between OKC and Norman?

(1) Yes [Answer 28a.]

(2) No

28a.

If "Yes," have you ever ridden on it?

(1) Yes

(2) No

**This concludes the survey. Thank you for helping us serve you better.**

As a thank you for fully completing this survey, you may opt into a drawing for a chance to receive (1) of two \$100 Visa gift cards. If you would like to be entered, please provide your contact information below:

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