

2024

EMBARC Transit Rider Survey

OKC Streetcar Findings Report

Submitted to

Oklahoma City, OK
EMBARC

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ETC
INSTITUTE



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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 survey was focused around the OKC Streetcar in the EMBARK system with a goal of 200 surveys. The actual number of completed surveys was 230 on the OKC Streetcar.

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
- 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 entire project 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 streetcar and at least one streetcar 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 Streetcar 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.

EMBARC Transit Rider Profile

Oklahoma City Streetcar

60% are male

40% are female



36% use EMBARK Transit Tools

65% have a valid driver's license.



33% use for Entertainment or Social Recreation

20% consider themselves Black/African American

52% consider themselves White/Caucasian

49% are employed full time



35% ride the Streetcar 3 days or more a week.

15% consider themselves Hispanic/Latino/Spanish

6% consider themselves Native American

39% live in a single-person household



73% walk to get to the nearest Streetcar platform

49% have one working vehicle in their household



40% pay for tickets at the ticket kiosks

39% are between 18-44 years old



65% do not speak another language in their home other than English

37.5% had an annual household income less than \$24,999 in 2023



2024 EMBARK Transit Survey

Major Findings

Oklahoma City Streetcar

Overall Level of Satisfaction

- Riders have had similar overall satisfaction with EMBARK's Streetcar service over the past several years. 96% of riders were satisfied ("very satisfied" or "satisfied" responses) in 2020 followed by 96% of riders being satisfied in 2021. This year, 94% of riders indicated that they were satisfied. While overall satisfaction levels did not change much, more riders selected satisfied rather than very satisfied in 2024. Additionally, there was no increase in dissatisfaction, but there was a 3% increase in "neutral" responses. Nearly all aspects of services received similar satisfaction ratings compared to previous surveys.
- The transit services that had the highest percentage of riders on the Oklahoma City Streetcar indicate they are "very satisfied" or "satisfied" with the service are listed below.
 - Safety while riding on Streetcar (96%)
 - 97% in 2021
 - Courtesy & helpfulness of drivers (95%)
 - 97% in 2021
 - Cleanliness of Streetcar (94%)
 - 98% in 2021
- The transit services that had the lowest percentage of riders that are very satisfied or satisfied with the service are listed below.
 - Ease of finding parking (87%)
 - 88% in 2021
 - Ease of getting real time information (86%)
 - Not rated in 2021
 - Accuracy on arrival times at platforms (86%)
 - Not rated in 2021
- Information at the platform was the only service item that had a considerable decrease in satisfaction: 96% (2021) to 87% (2024) **-9%**.

2024 EMBARK Transit Survey

Major Findings

Transit Service Items Most Important to Riders

- The transit service items that are most important to the Streetcar riders are listed below. (Percentages are based on the sum of riders top three choices.)
 - Safety of riding on the Streetcar (16%)
 - Reliability of service (15%)
 - Cleanliness of the Streetcar (15%)
 - Accuracy of arrival times at platforms (14%)

Ride's Purpose of Trip

- 21% of riders indicated they ride the Streetcar 5+ times per week (an increase of 17% since 2021).
- 73% of riders indicated they get to the nearest Streetcar platform by walking. (Not rated in previous surveys).
- Since 2021, an increase of 23% transit riders on Oklahoma City routes, indicated the main purpose of their trip was entertainment/ social recreation (33%).

Additional Findings

- 81% of riders walked zero to five minutes to get to their stop
- 13% of riders walked six to 10 minutes
- 6% of riders walked ten minutes or longer

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

Importance-Satisfaction Analysis Ratings 2024 EMBARK Streetcar Rider Survey

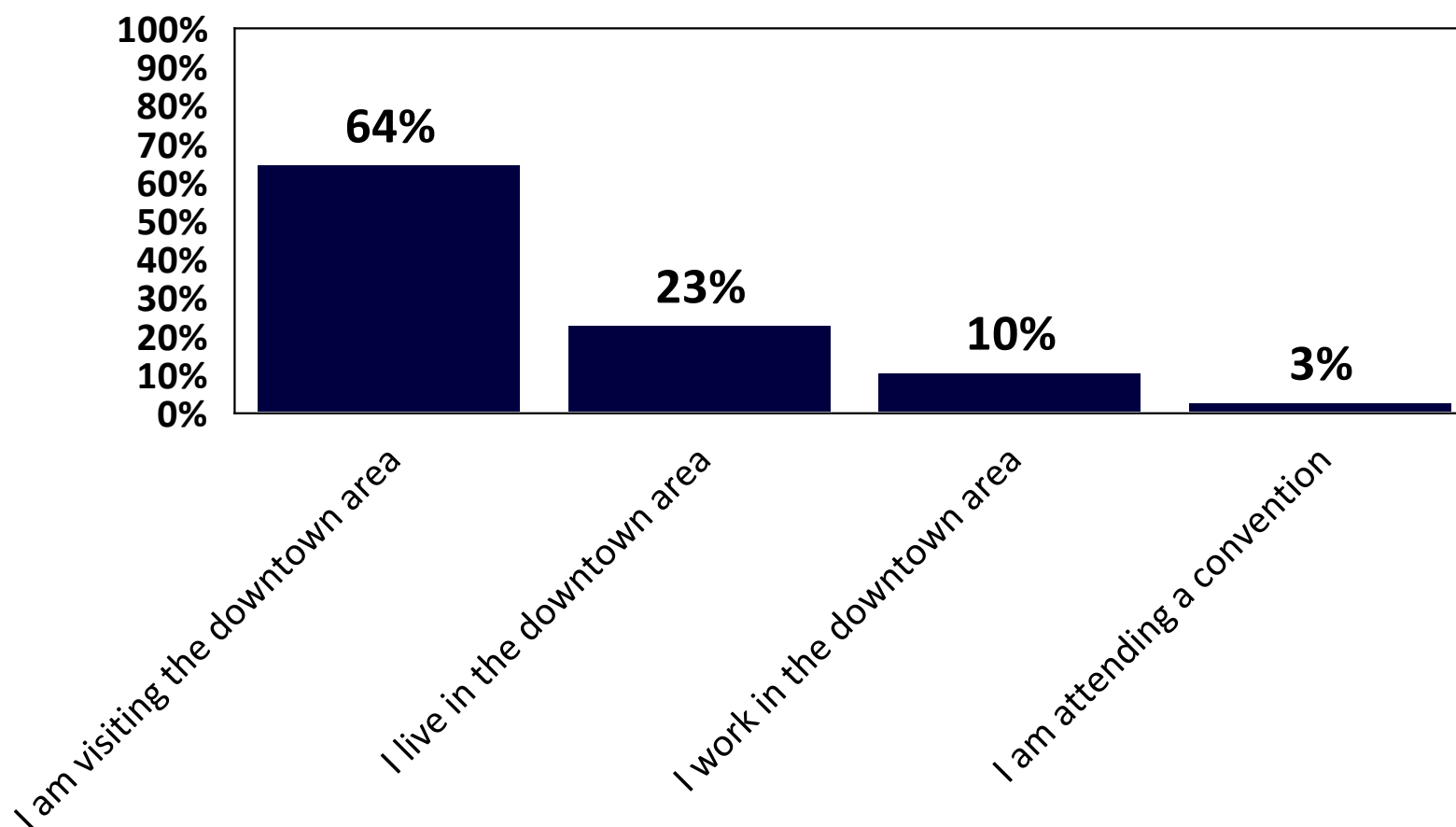
| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | I-S Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|------------|-----------------|
| Accuracy on arrival times at platforms | 13.5% | 4 | 85.5% | 16 | 0.0196 | 1 |
| Reliability of service | 15.2% | 2 | 91.7% | 7 | 0.0126 | 2 |
| Hours of service | 10.9% | 5 | 91.7% | 8 | 0.0090 | 3 |
| Streetcar arriving on time | 8.7% | 7 | 89.7% | 11 | 0.0090 | 4 |
| Cleanliness of streetcar | 14.8% | 3 | 94.2% | 3 | 0.0086 | 5 |



Overall Results: Oklahoma City Streetcar

Q1. Which statement best describes you?

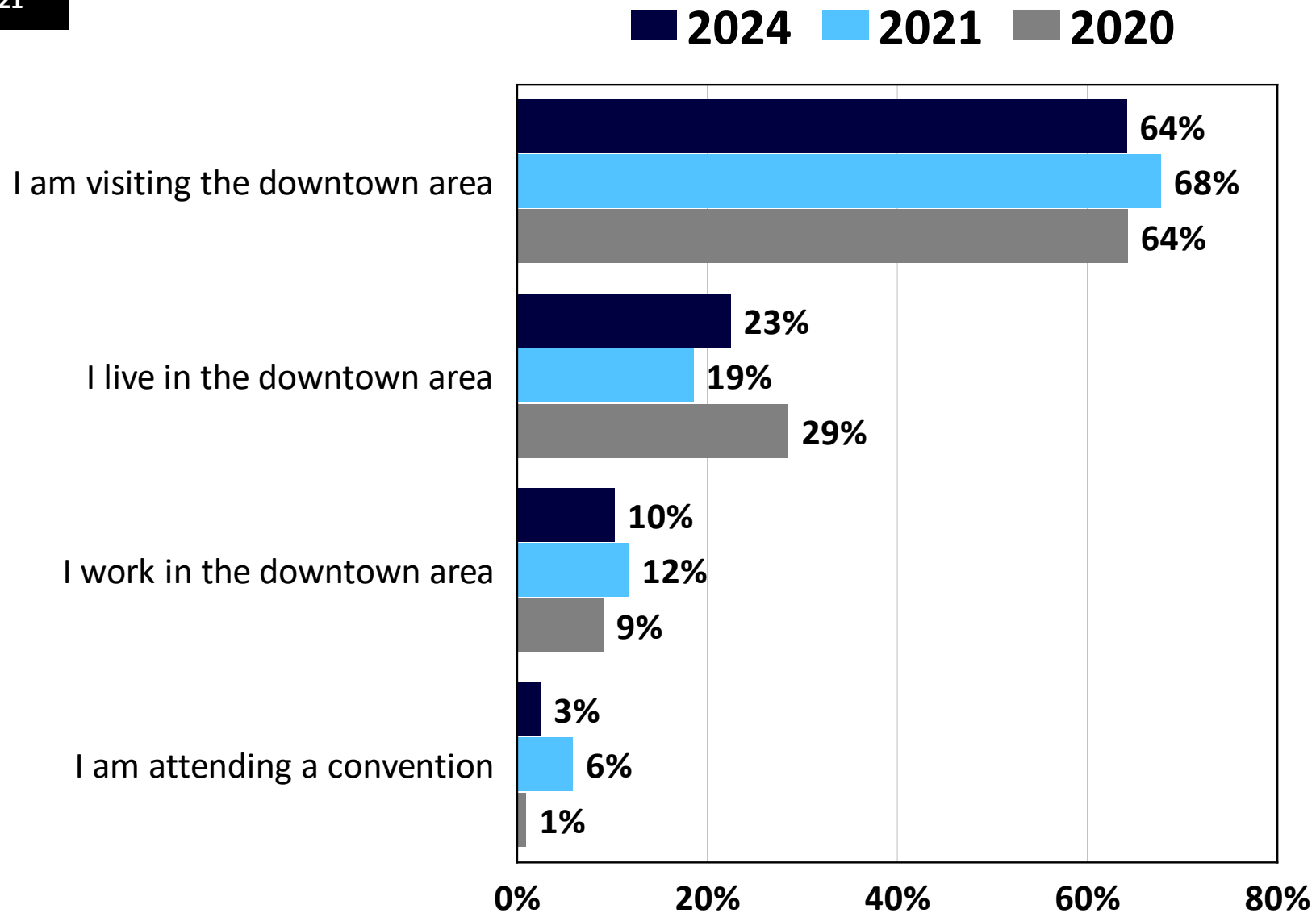
by percentage of riders (excluding “not provided” responses)



Trends**2024
v.
2020 &
2021**

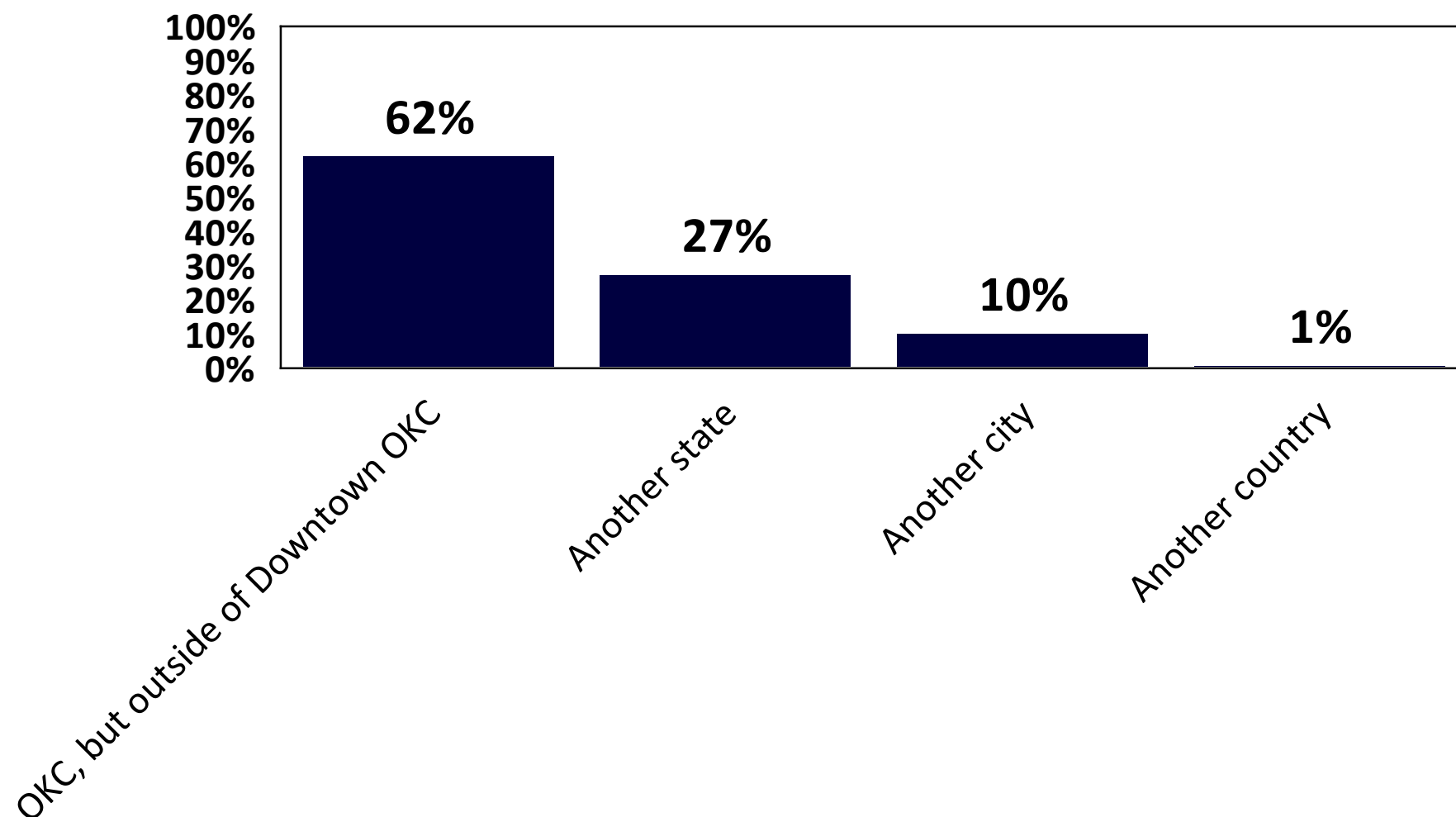
Q1. Which statement best describes you?

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



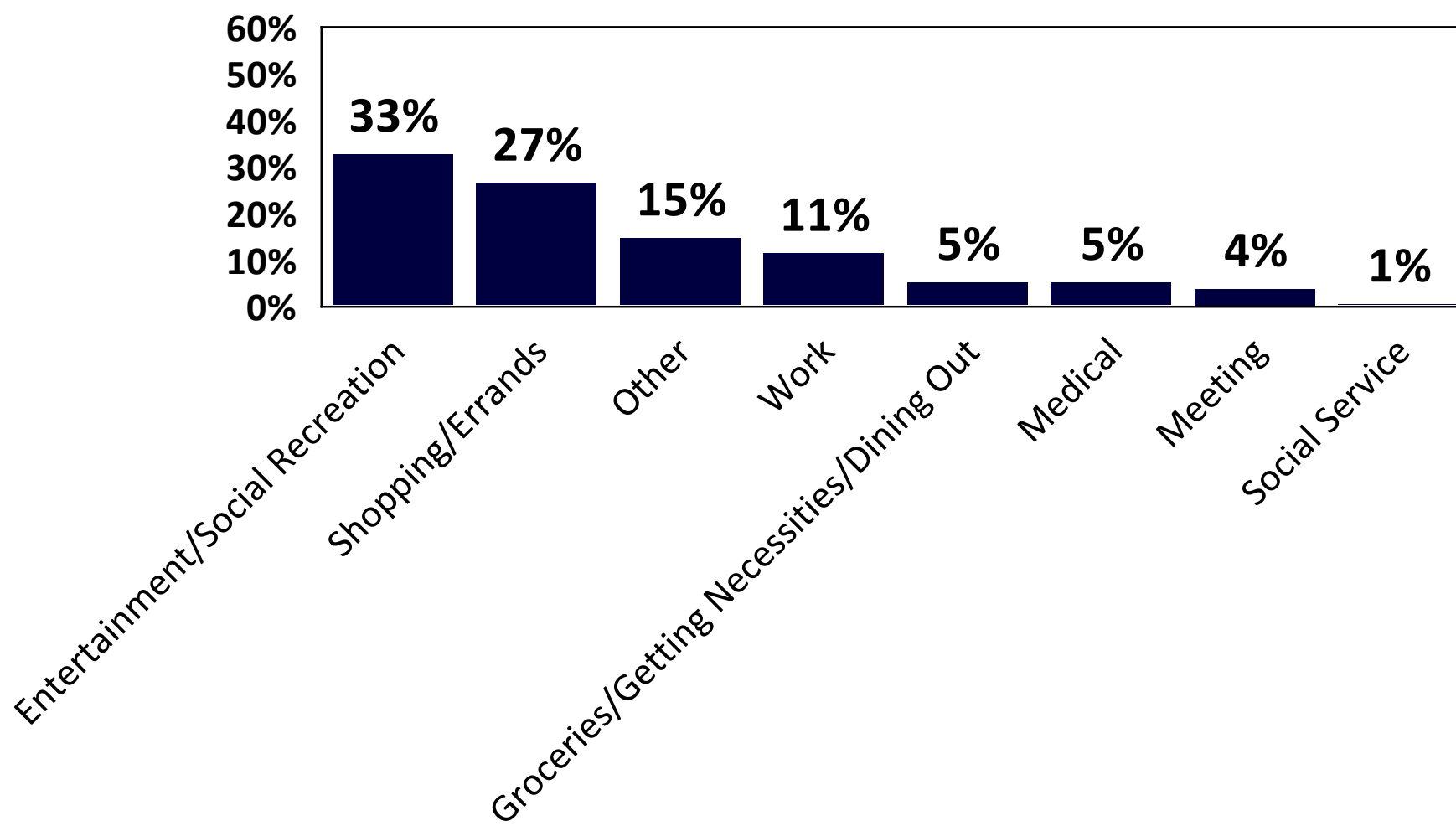
Q1a. If so, visiting from:

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



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

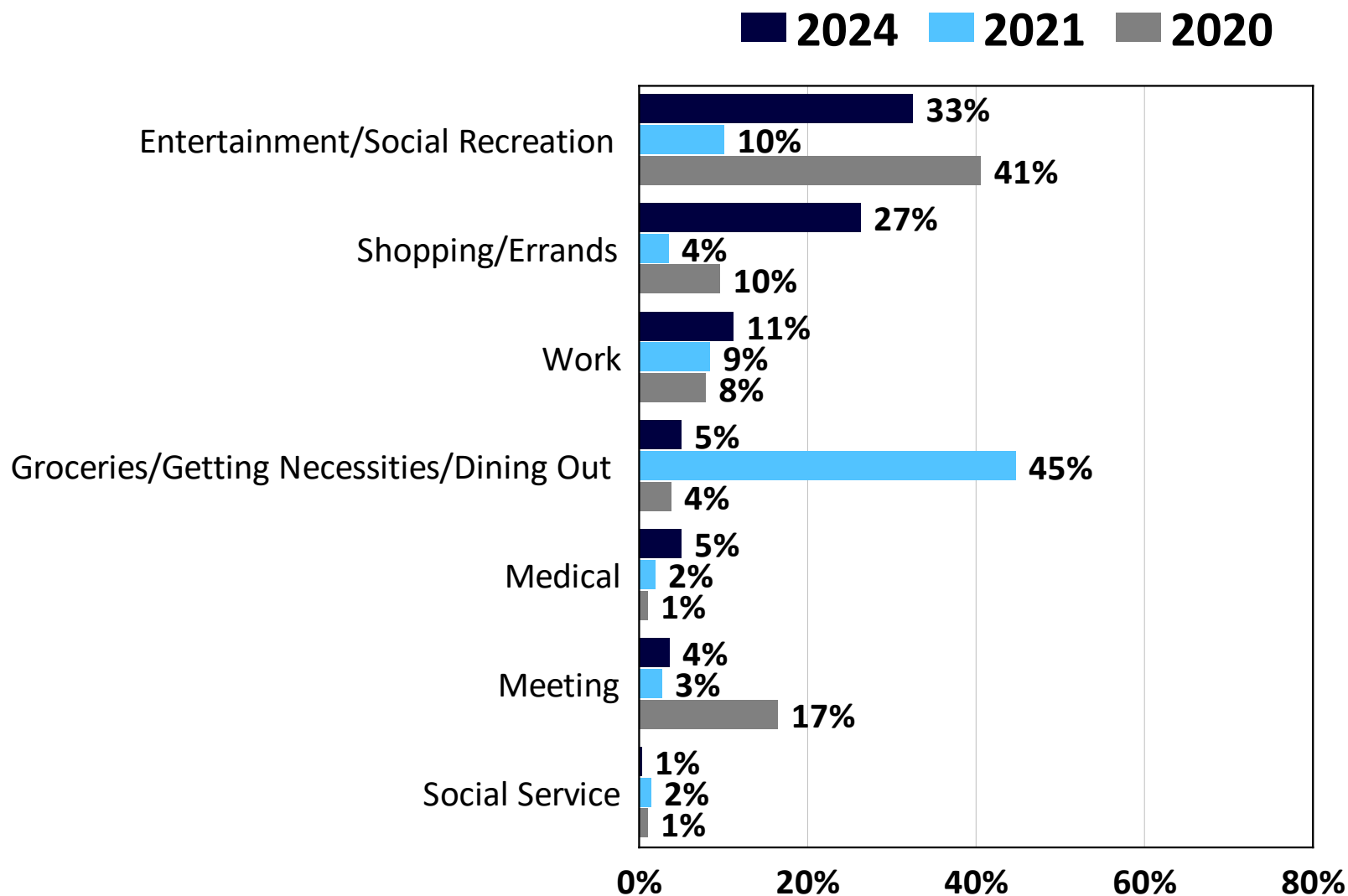
by percentage of riders (excluding "not provided" responses)



Trends
2024
v.
2020 &
2021

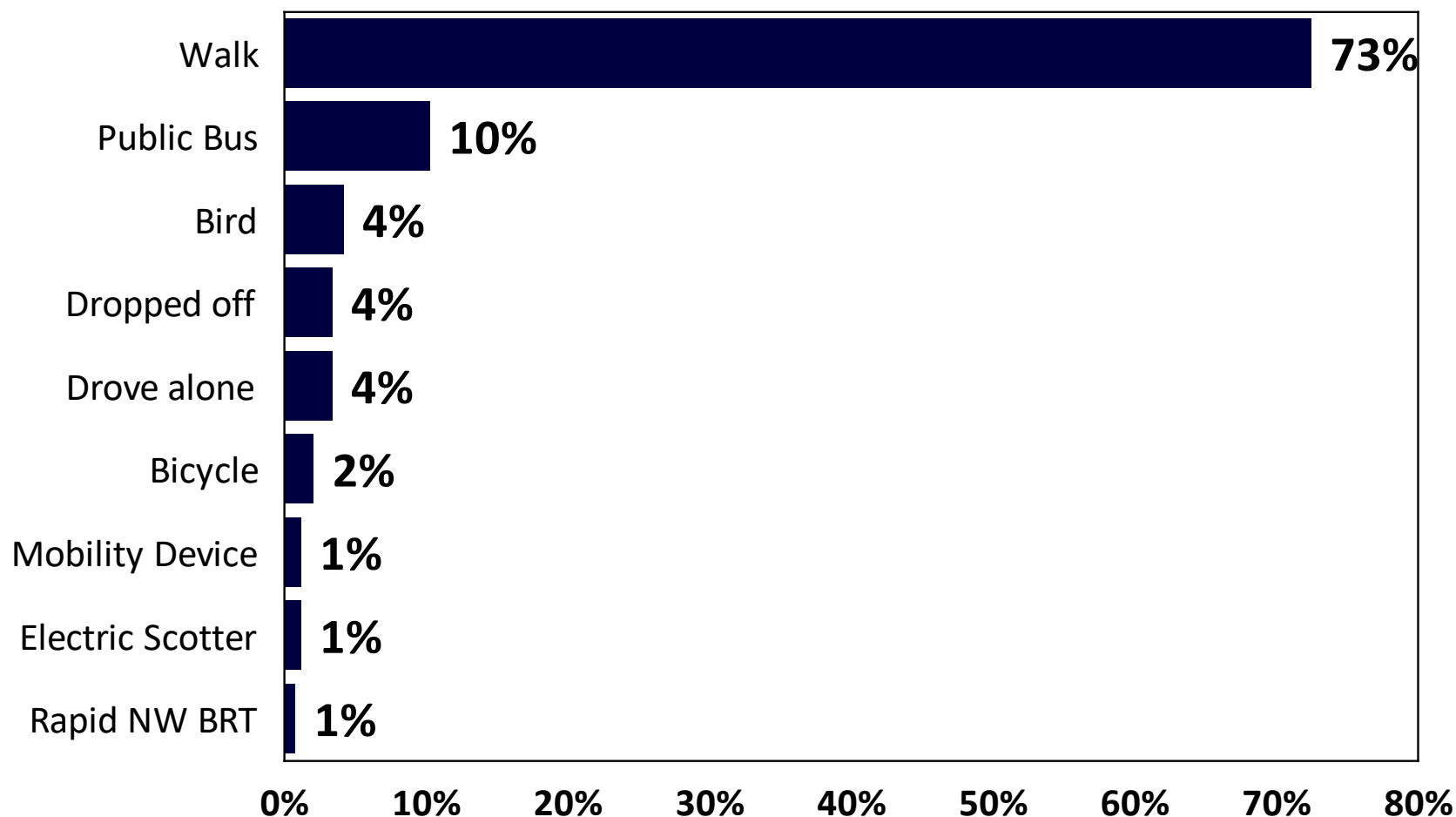
Q2.What was the primary purpose of your trip today?

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



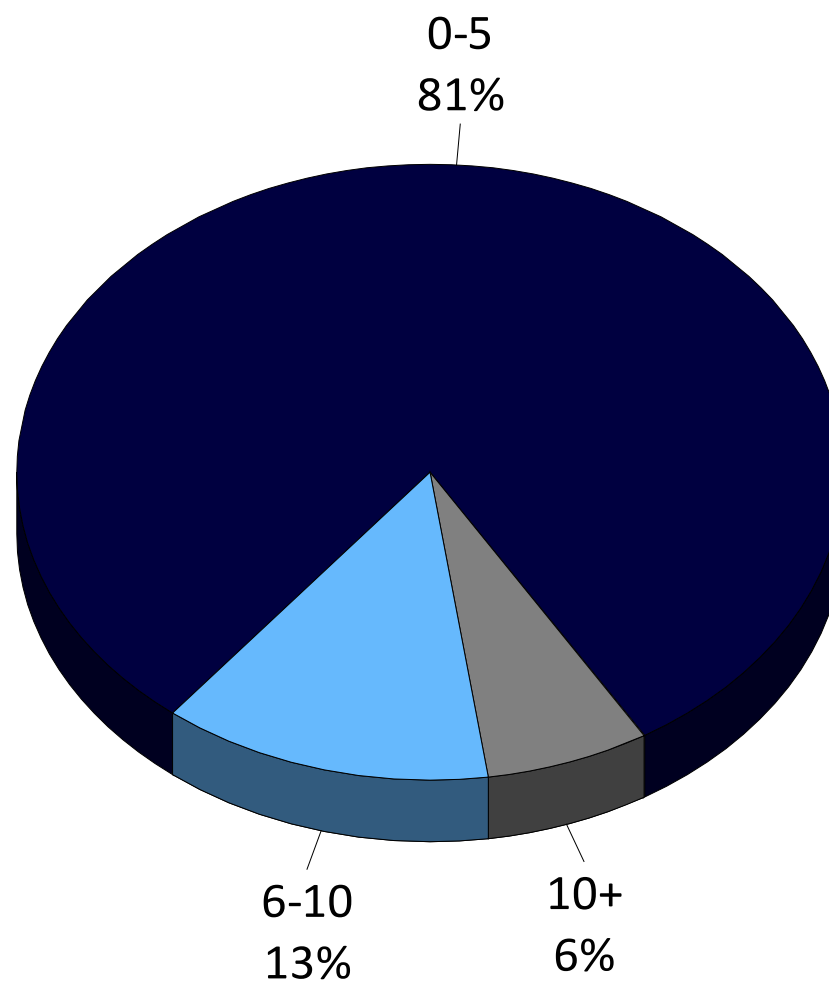
Q3. How did you get to the nearest OKC Streetcar platform?

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



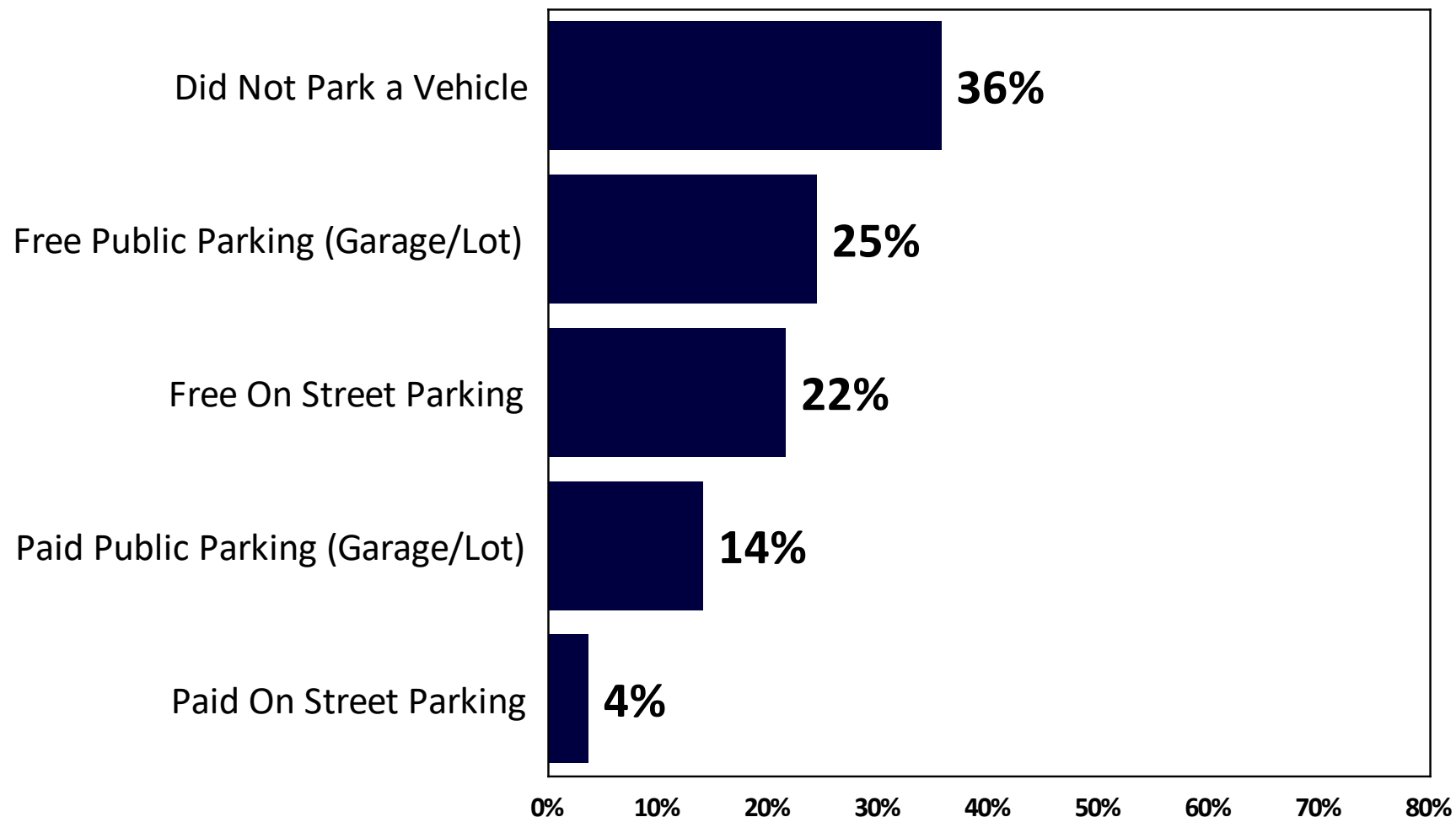
Q3a. How many minutes did you walk?

by percentage of riders



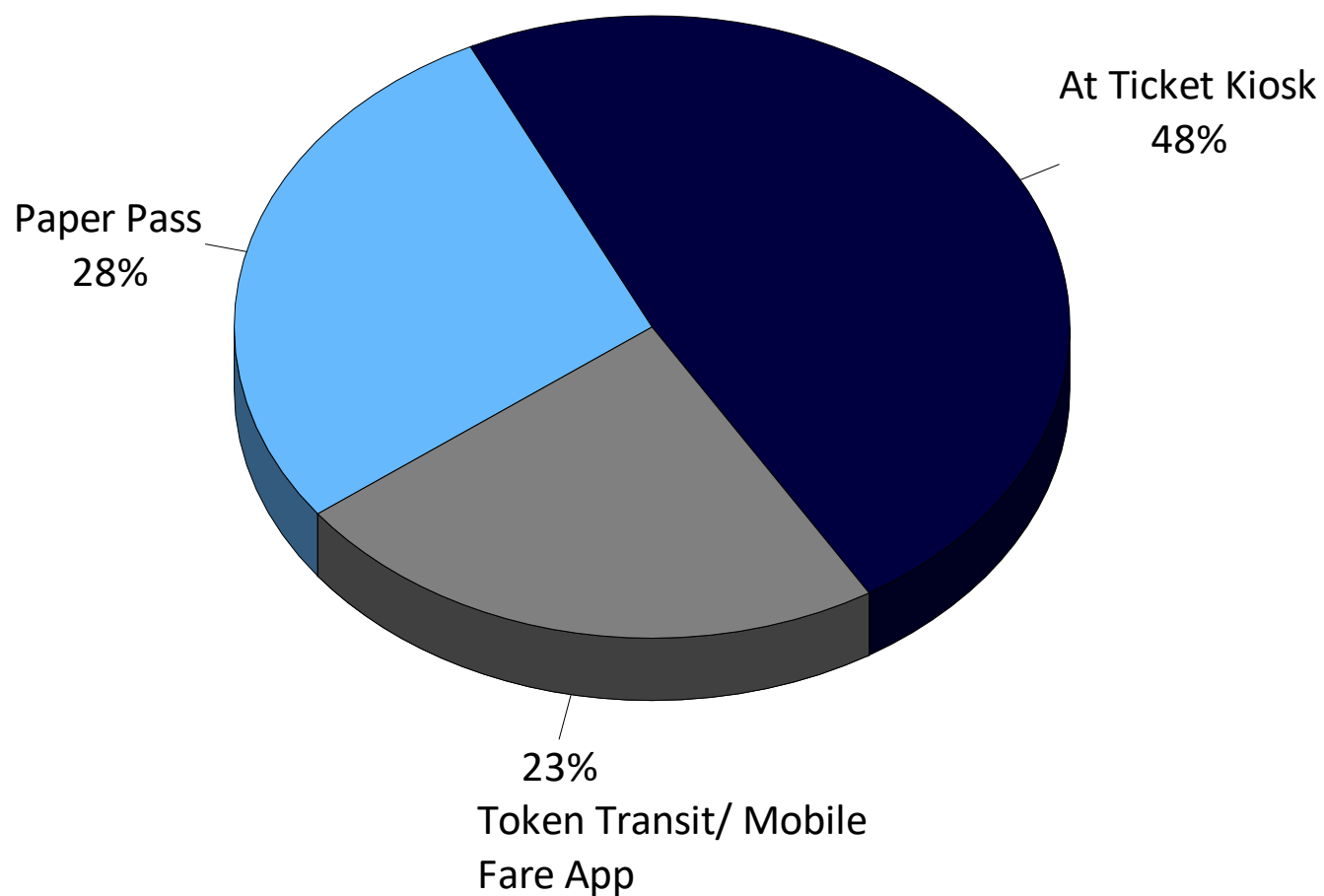
Q4. If you drove, or rode with others in a vehicle today, where did you park?

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



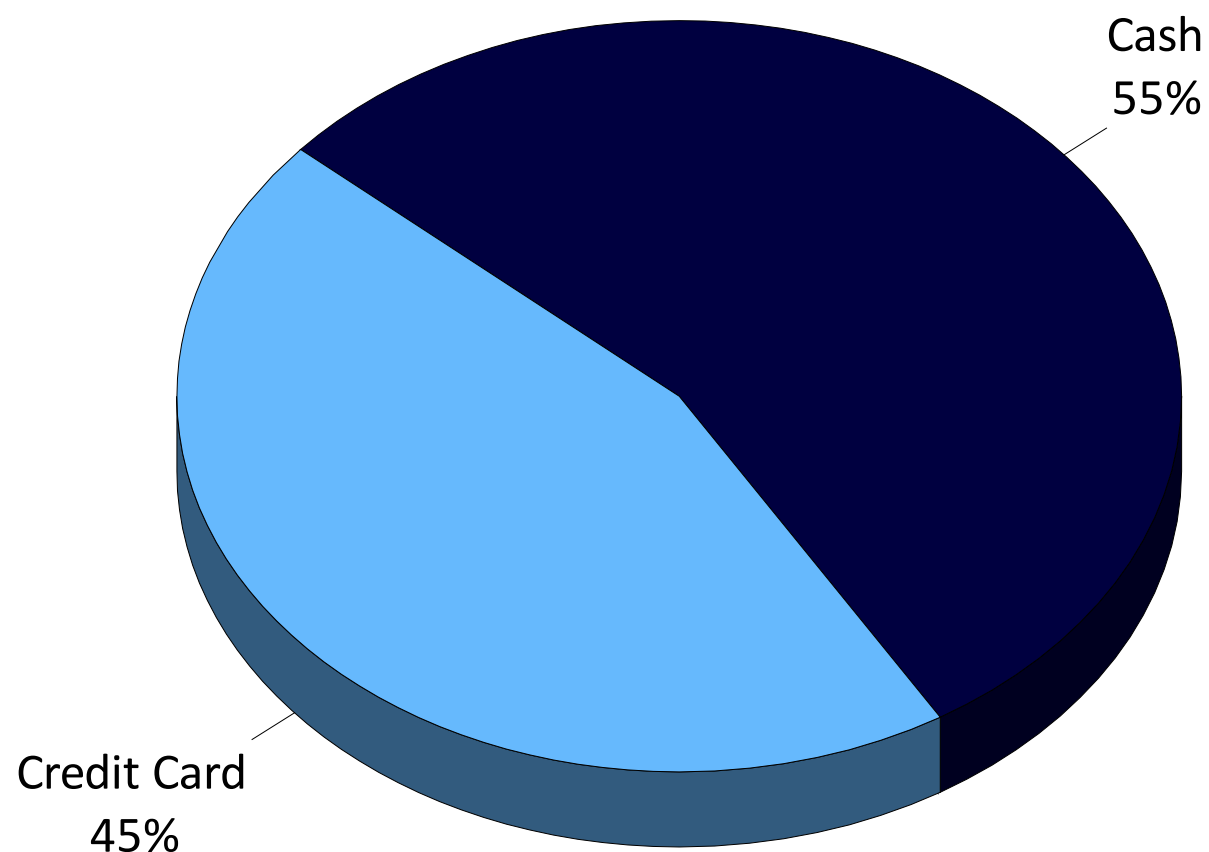
Q5. How did you pay your Streetcar fare today?

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



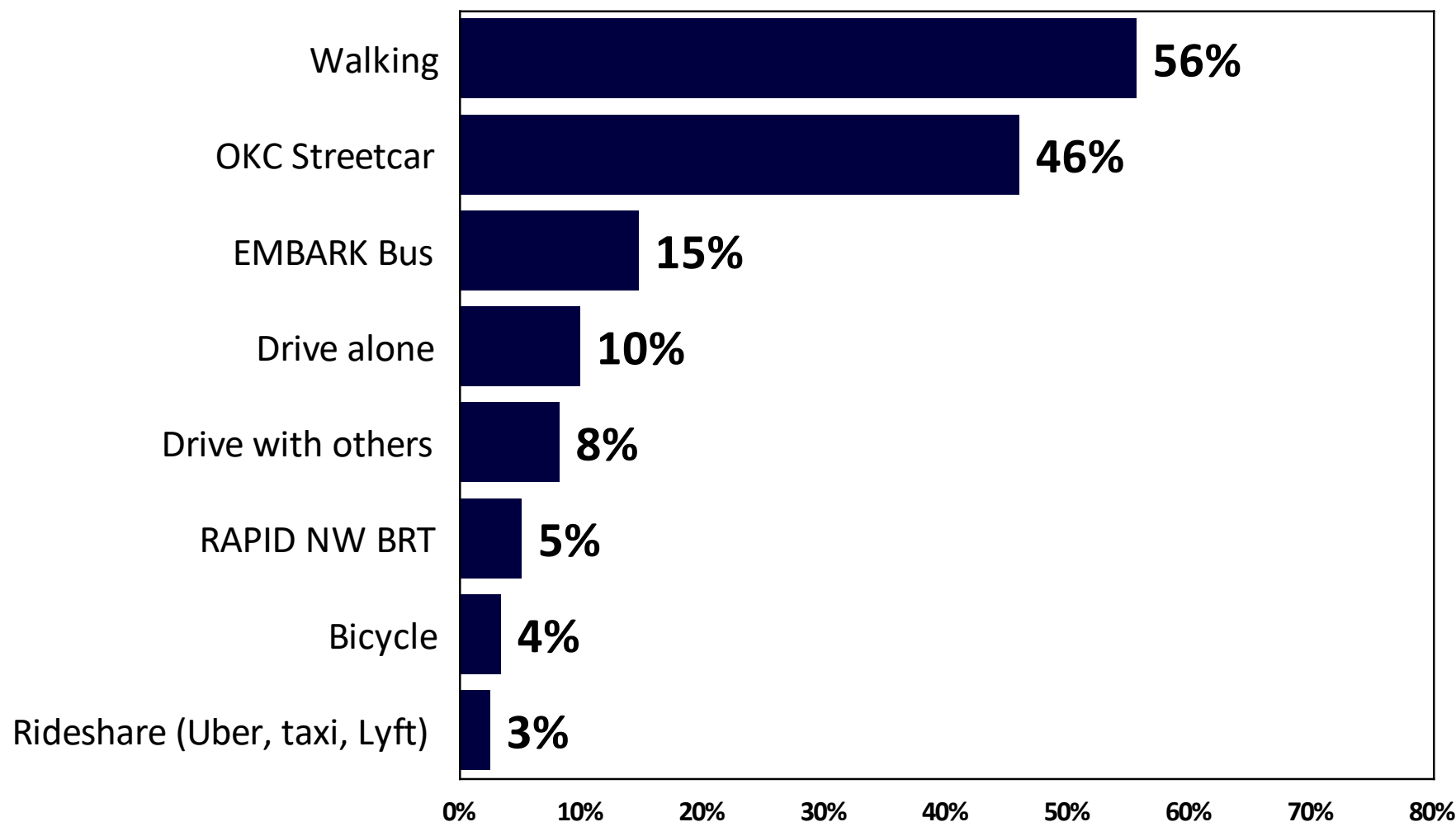
Q5a. At the ticket kiosk:

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



Q6. How do you typically travel around the downtown area?

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

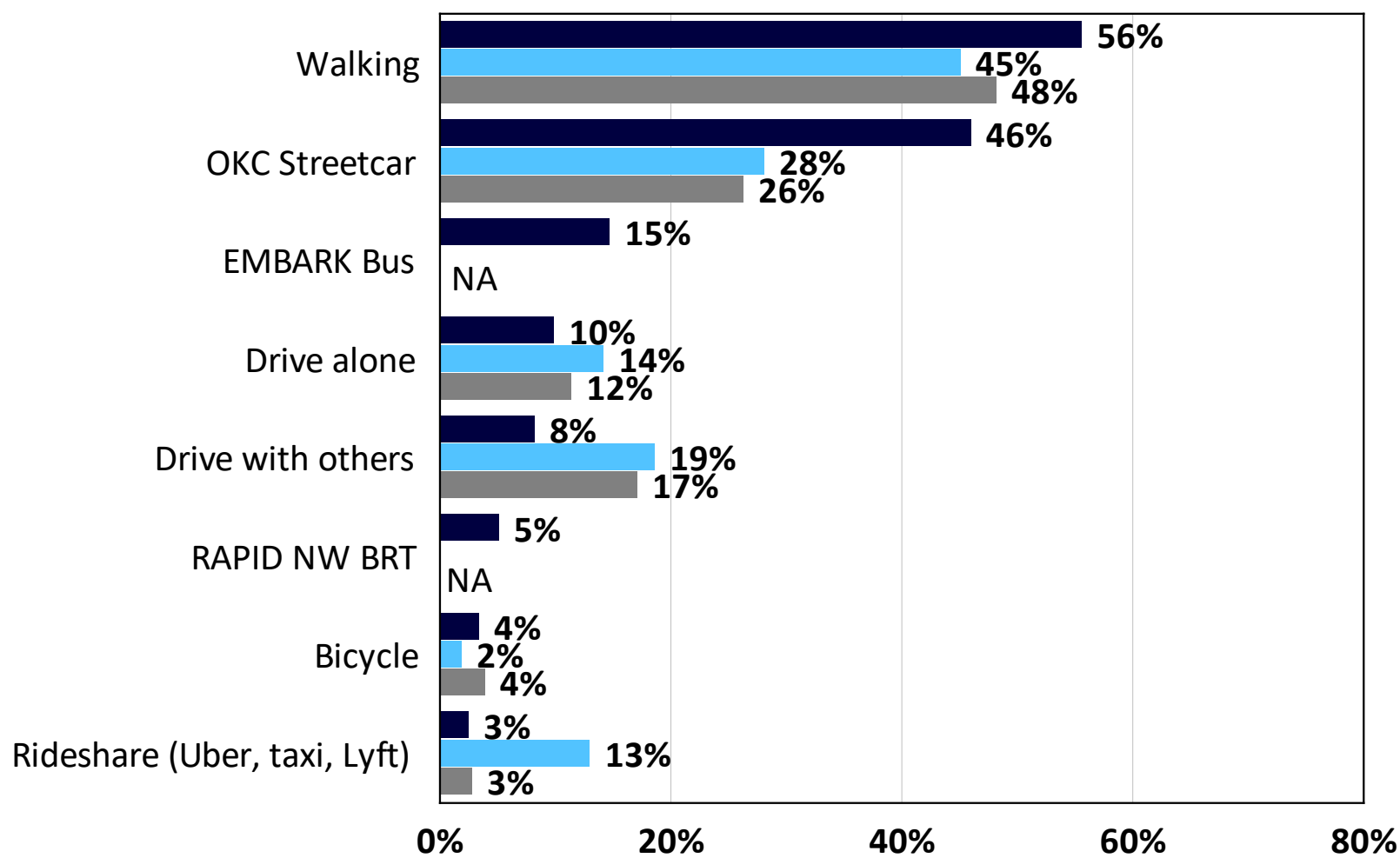


Trends
2024
v.
2020 &
2021

Q6. How do you typically travel around the downtown area?

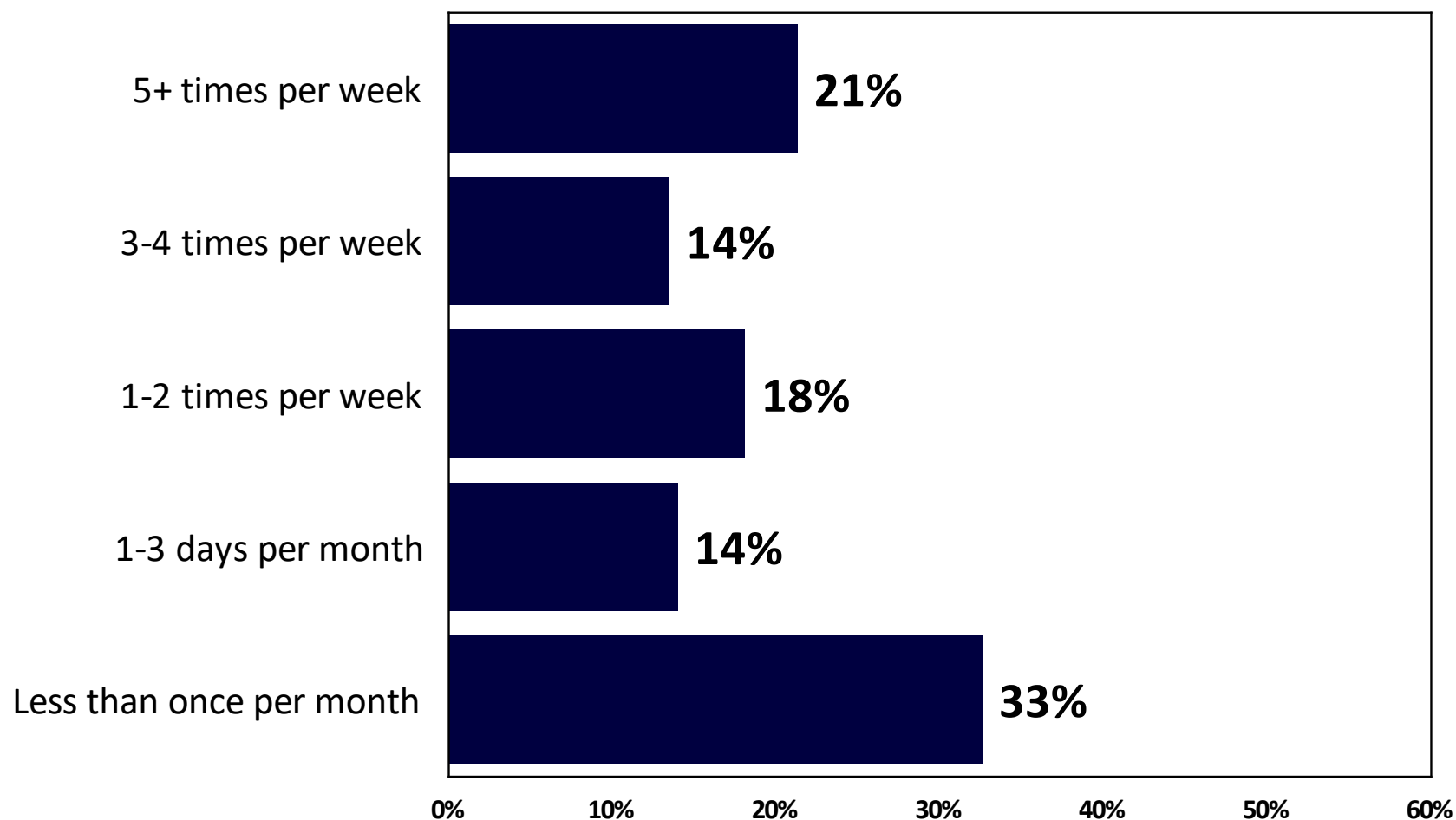
by percentage of riders (excluding “not provided” responses)

■ 2024 ■ 2021 ■ 2020



Q7. How often do you use the OKC Streetcar?

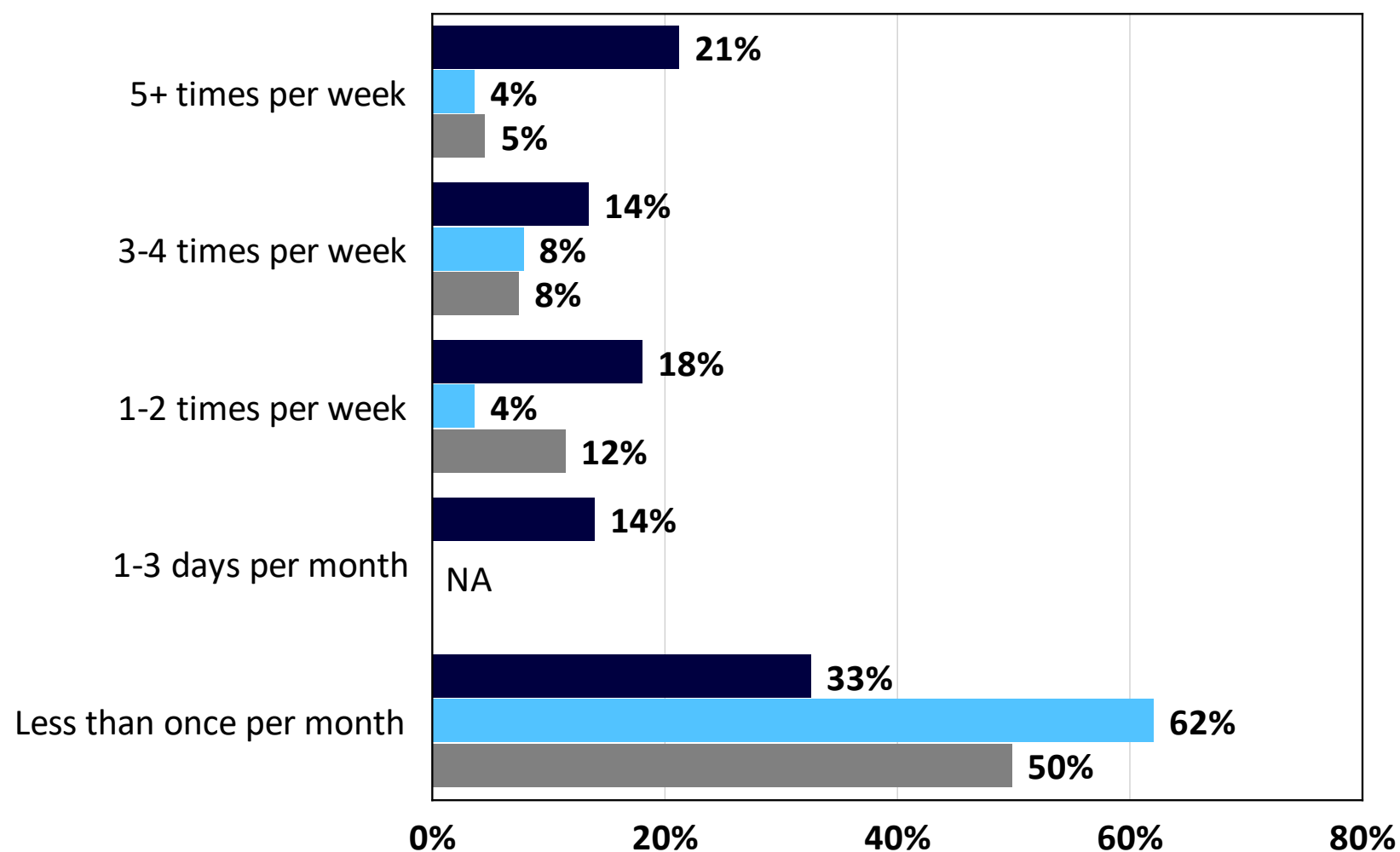
by percentage of riders (excluding “not provided” responses)



Trends**2024
v.
2020 &
2021**

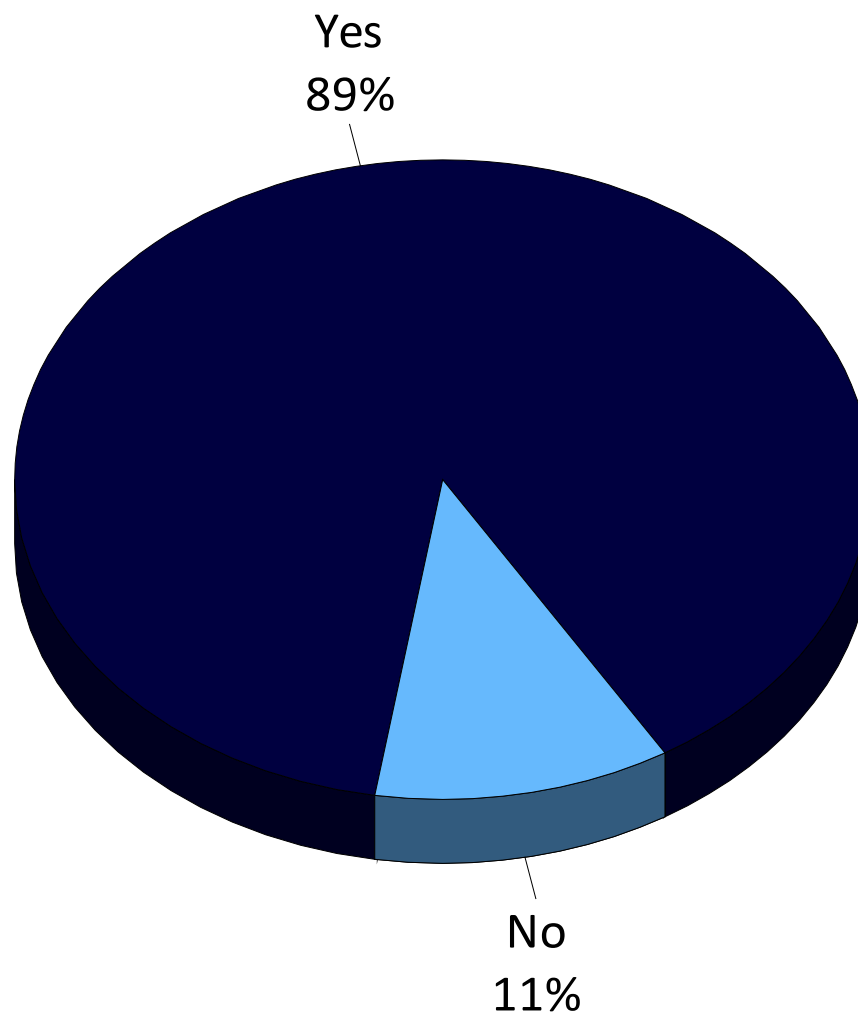
Q7. How often do you use the OKC Streetcar?

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

2024 2021 2020

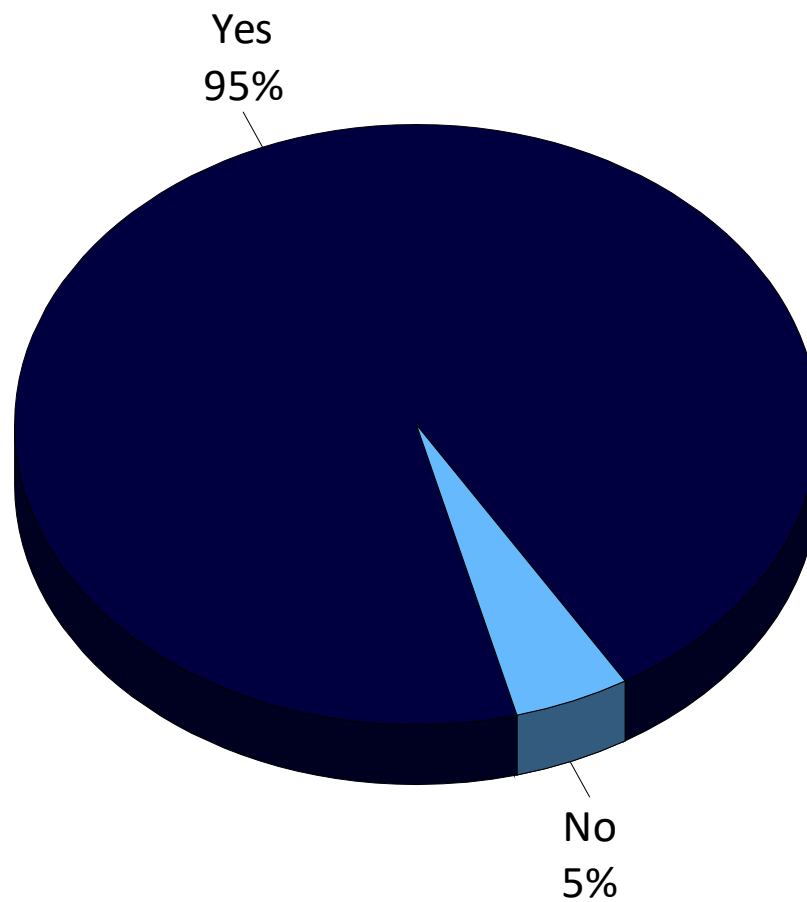
Q9. Do you currently have access to a mobile smartphone?

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



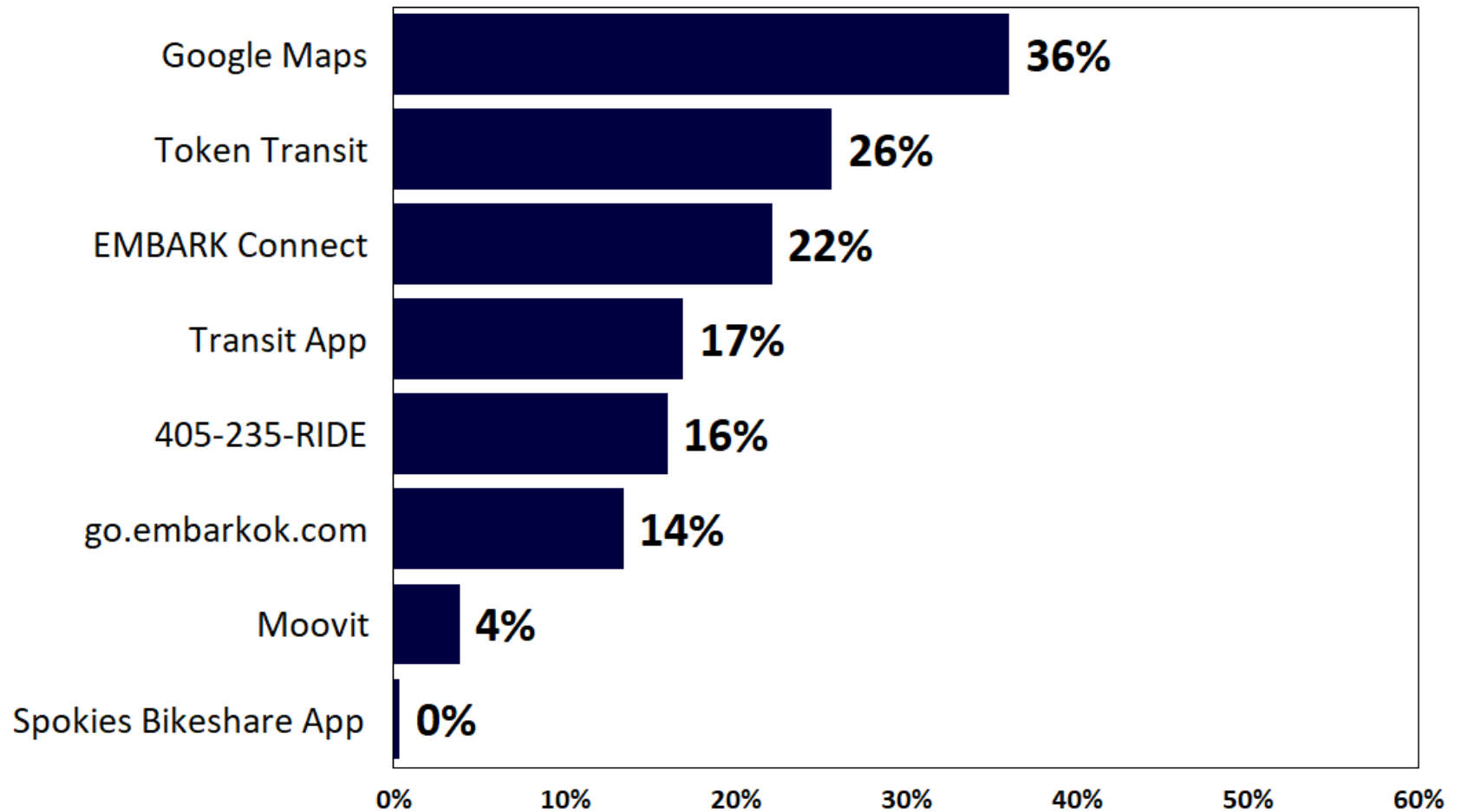
Q9a. If yes, does it have internet access?

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



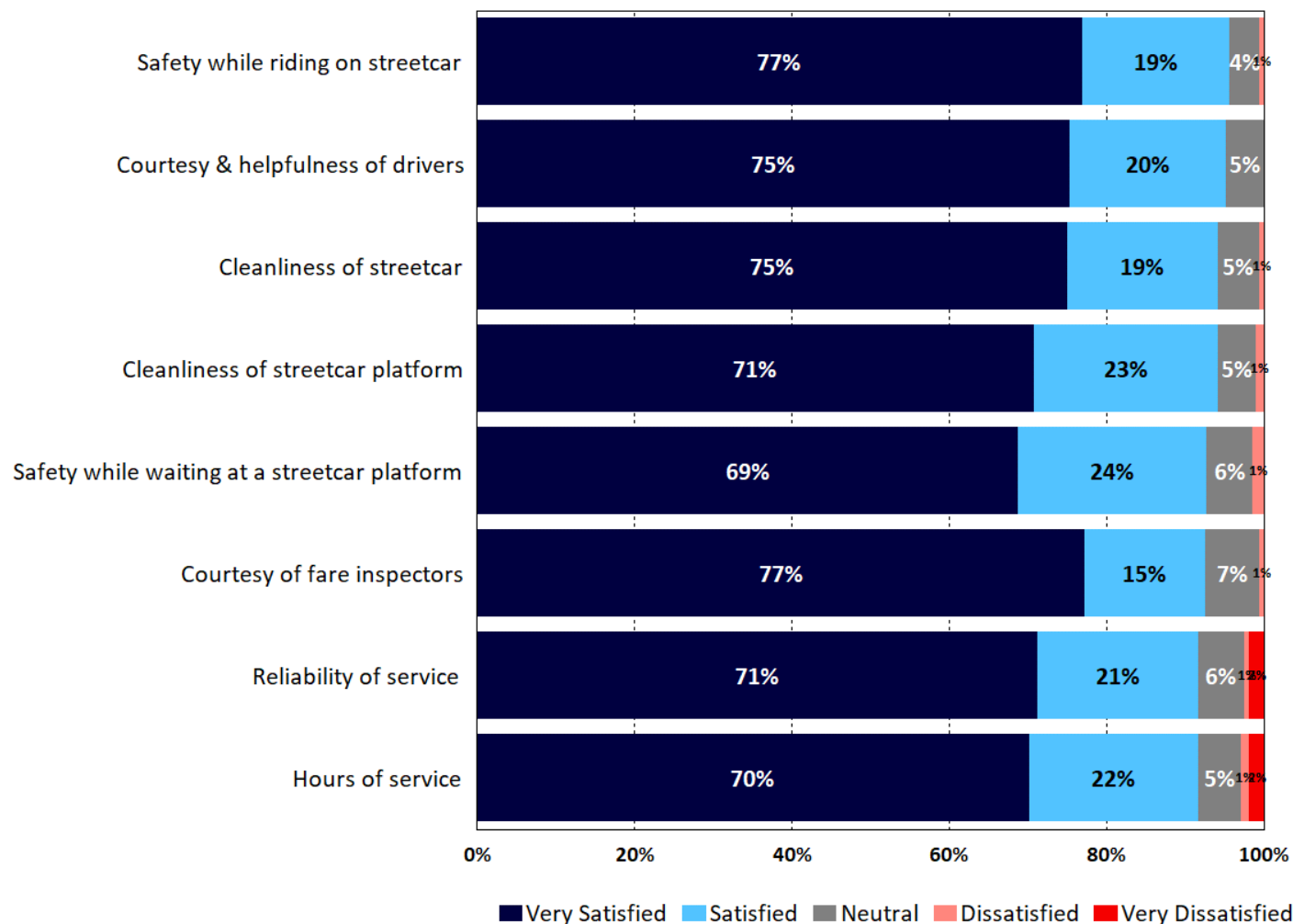
Q10. Have you used any of these rider tools?

By percentage of riders (multiple choices could be selected)



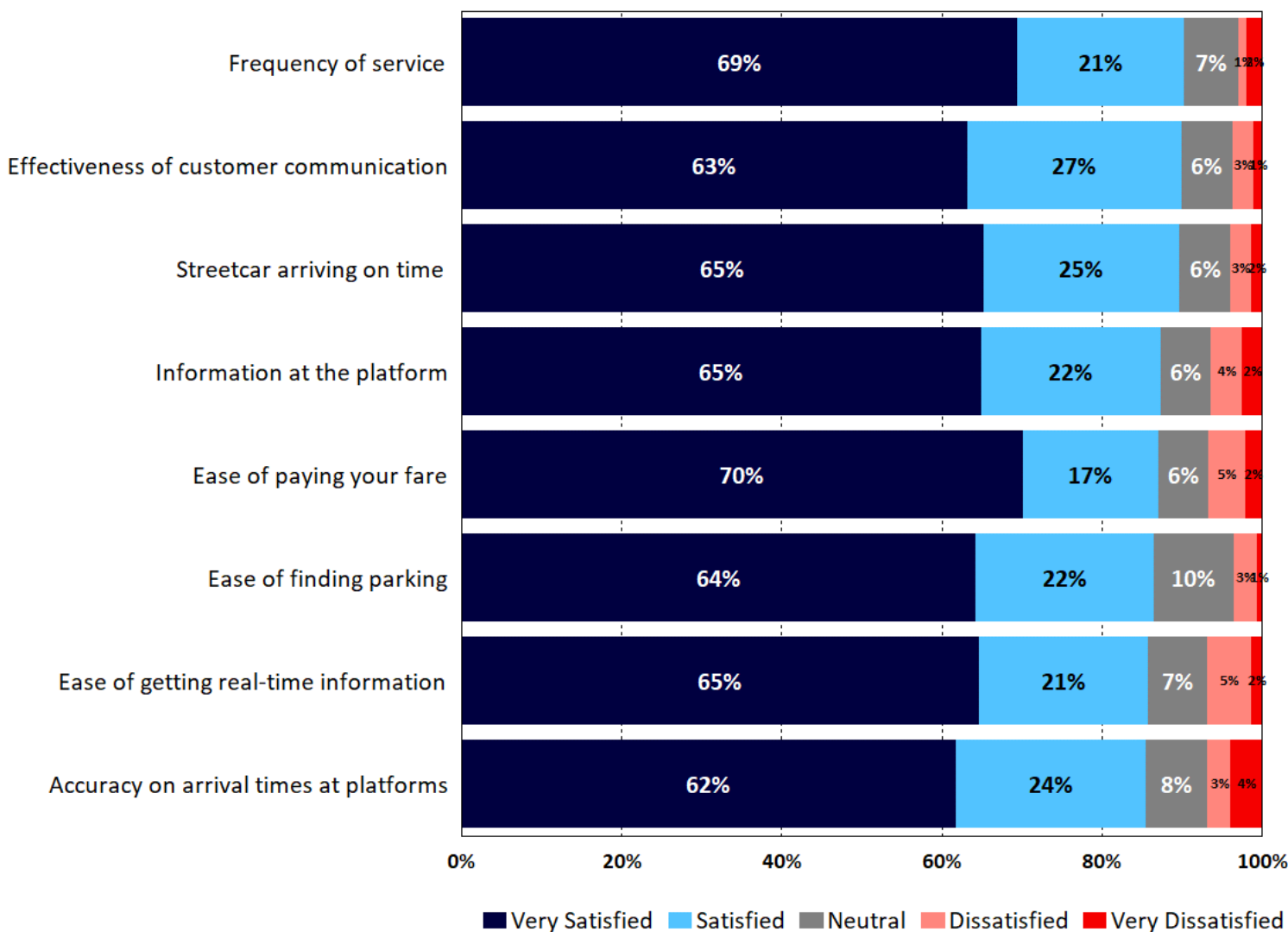
Q11. Level of Satisfaction with Various Bus Services

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



Q11. Level of Satisfaction with Various Bus Services (Cont.)

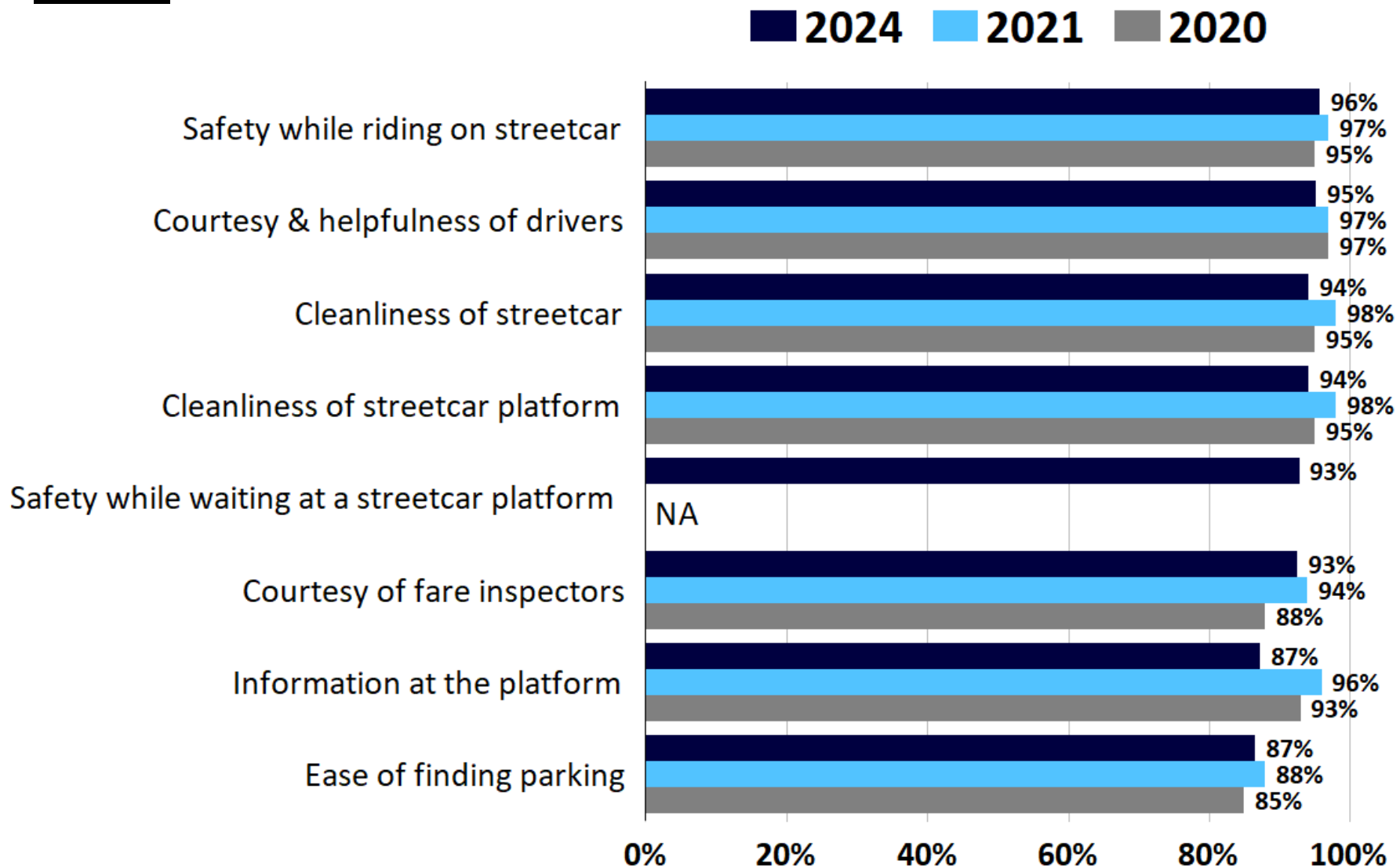
by percentage of riders using a 5-point scale, where 5 means *very satisfied* and 1 means *very dissatisfied*
(excluding “don’t know” responses)



Trends
2024
v.
2020 &
2021

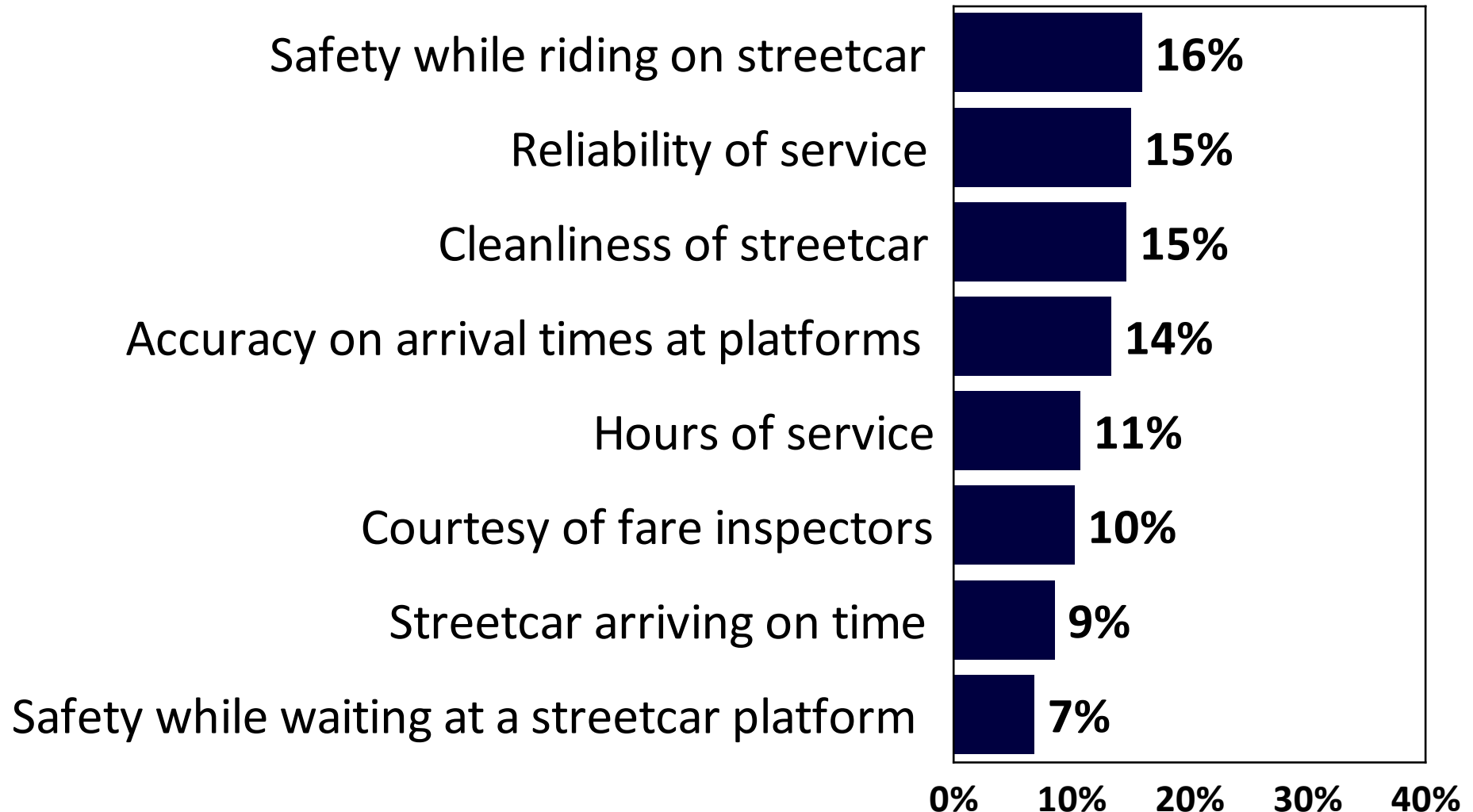
Q11. Level of Satisfaction with Various Bus Services

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



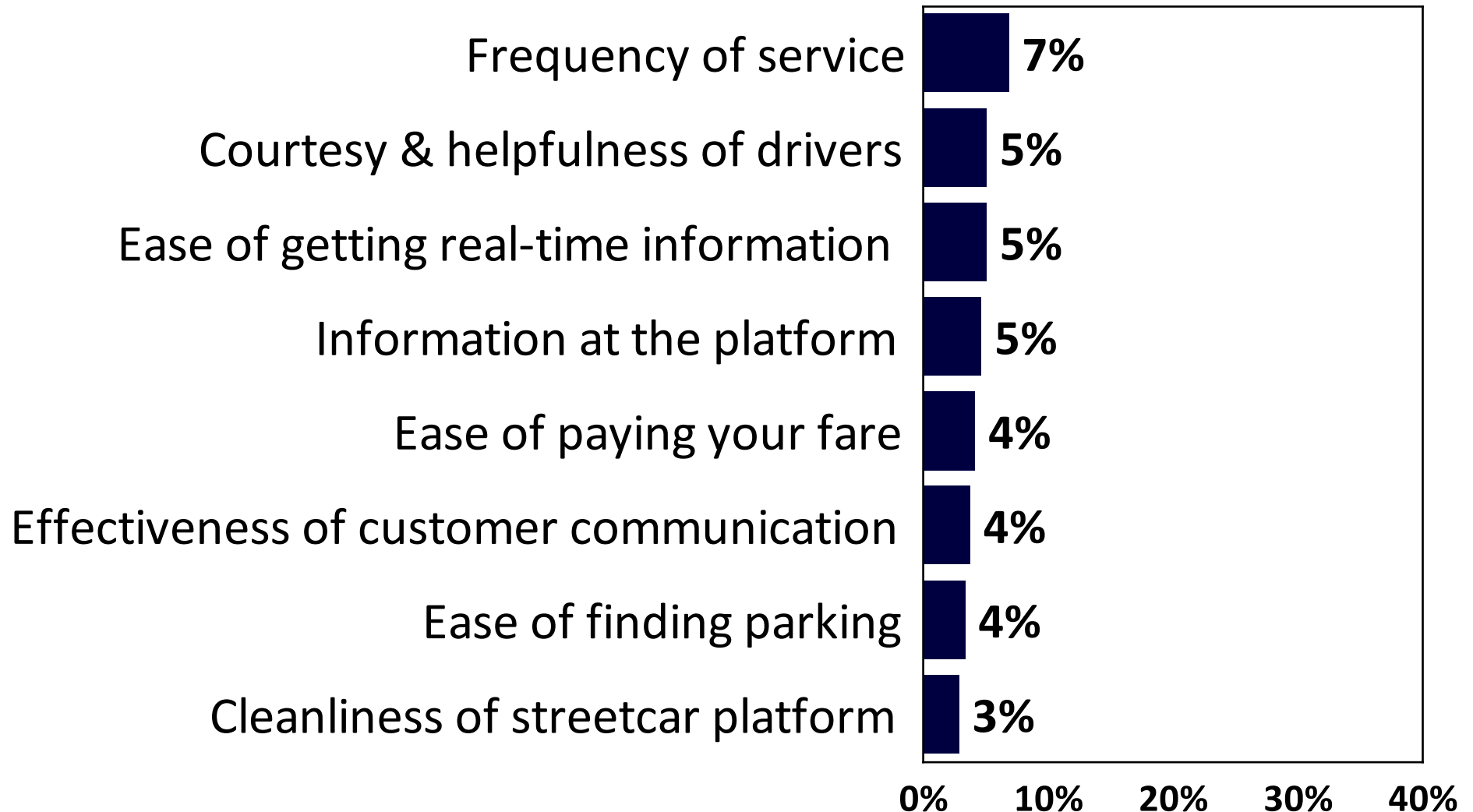
Q11a. Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices



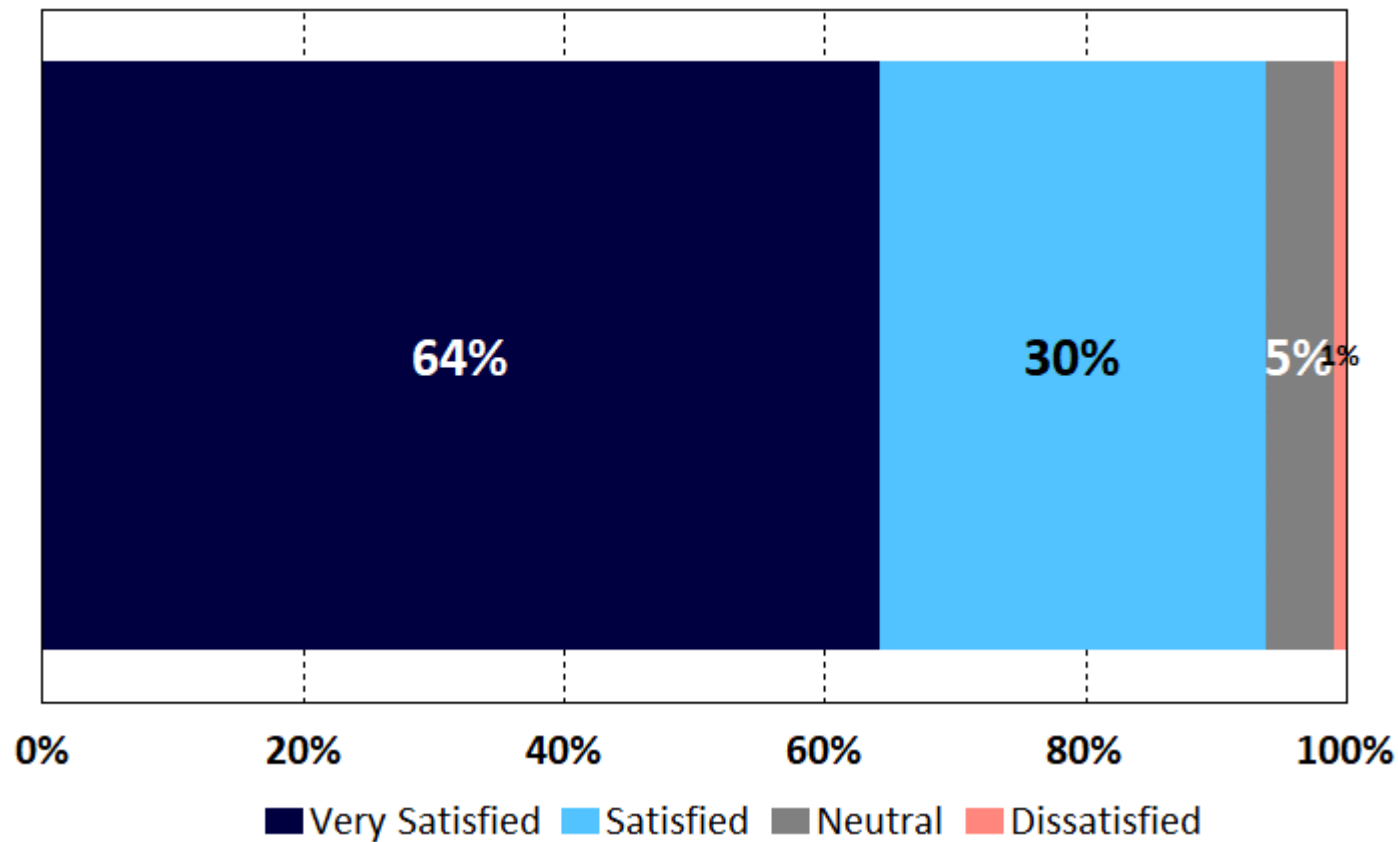
Q11a. Service Items That Are Most Important to Riders (Cont.)

by sum percentage of respondents top three choices



Q11b. Overall, how satisfied are you with the OKC Streetcar?

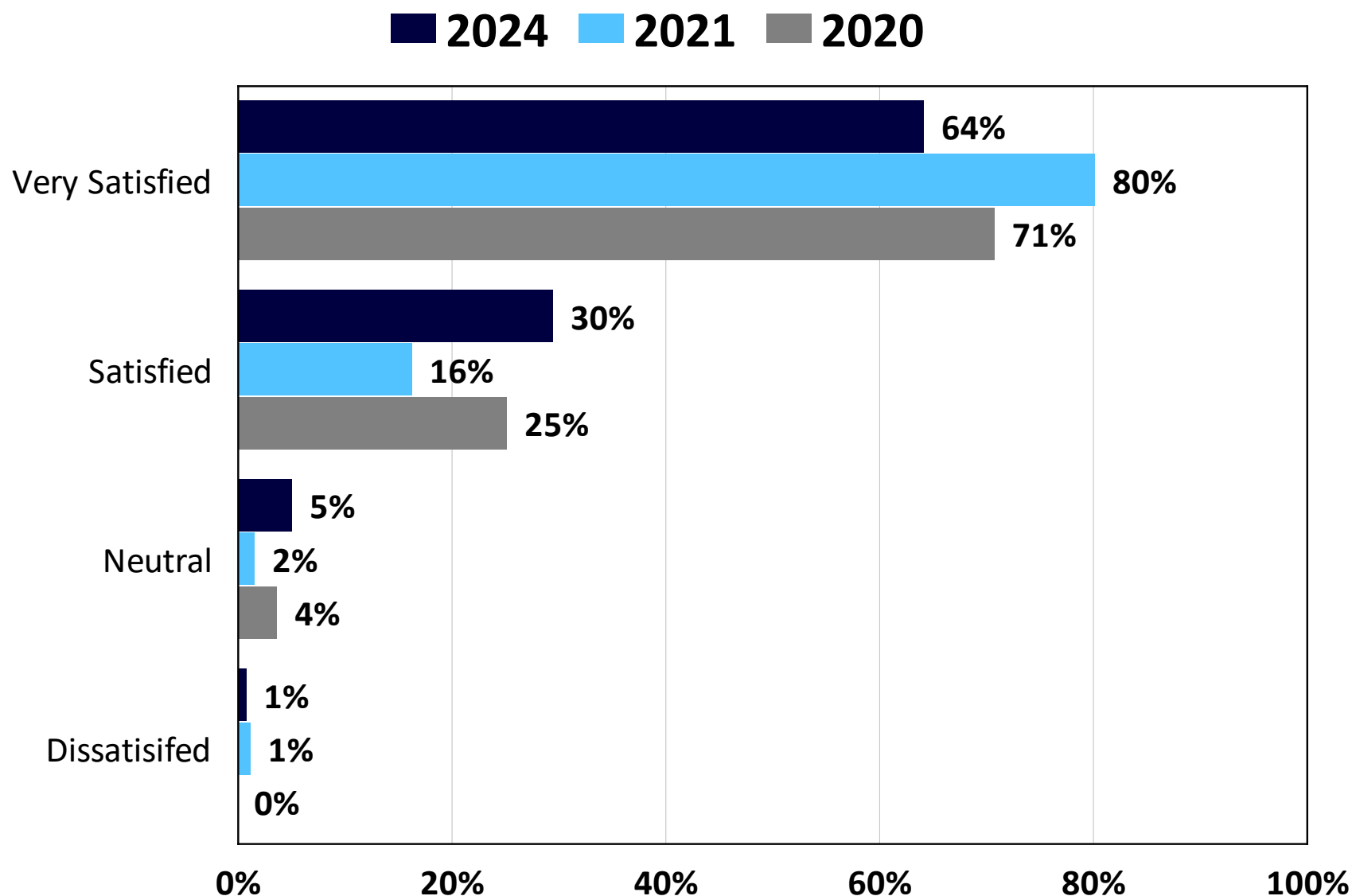
by percentage of riders (excluding “not provided” responses)



Trends**2024
v.
2020 &
2021**

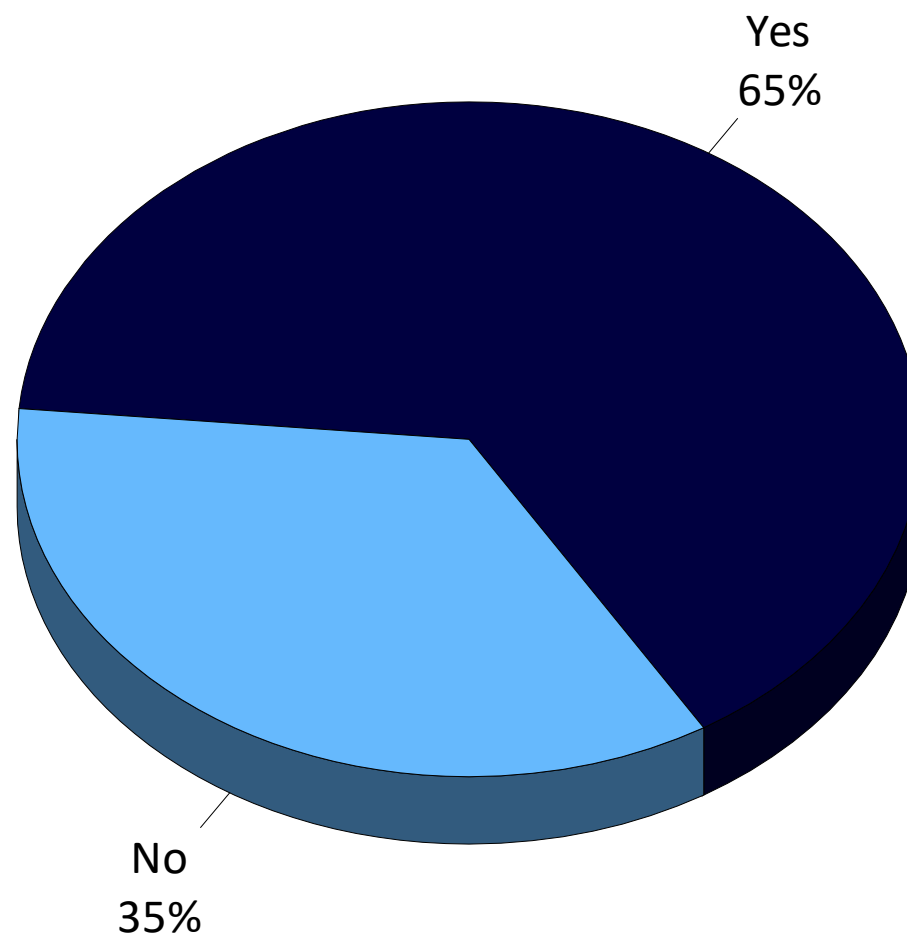
Q11b. Overall, how satisfied are you with OKC Streetcar?

by percentage of riders



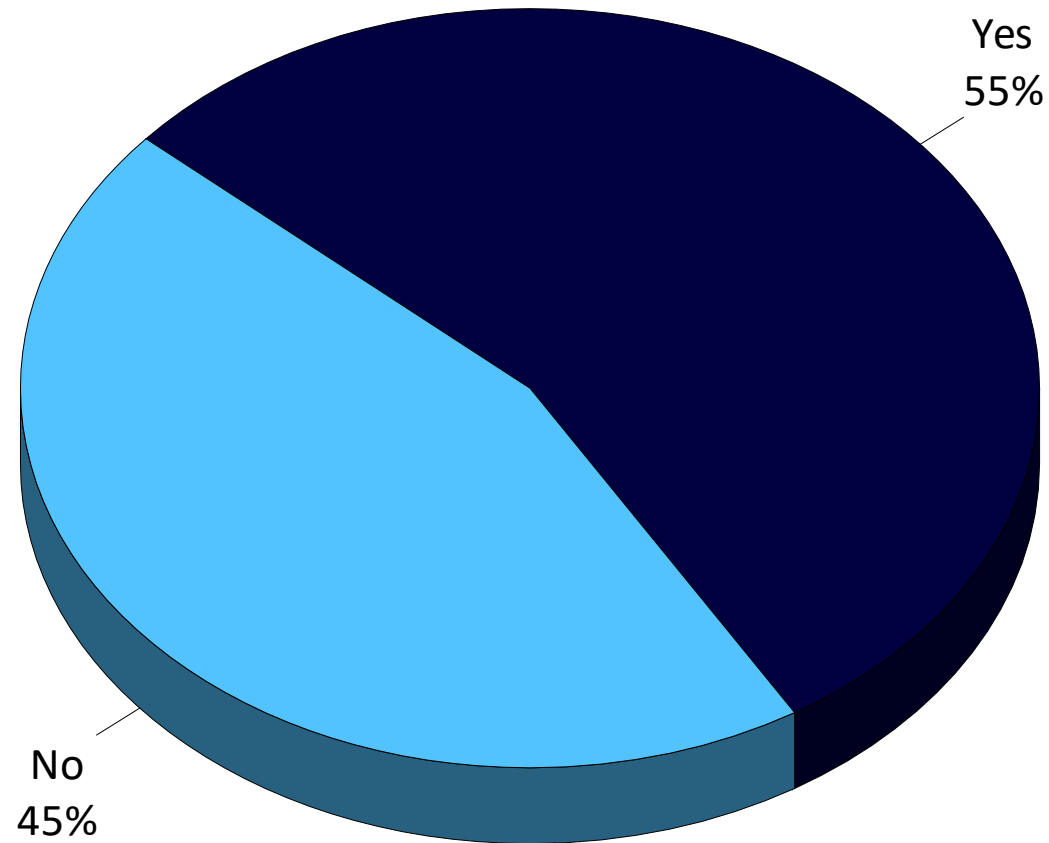
Q12. Do you have a valid driver's license?

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



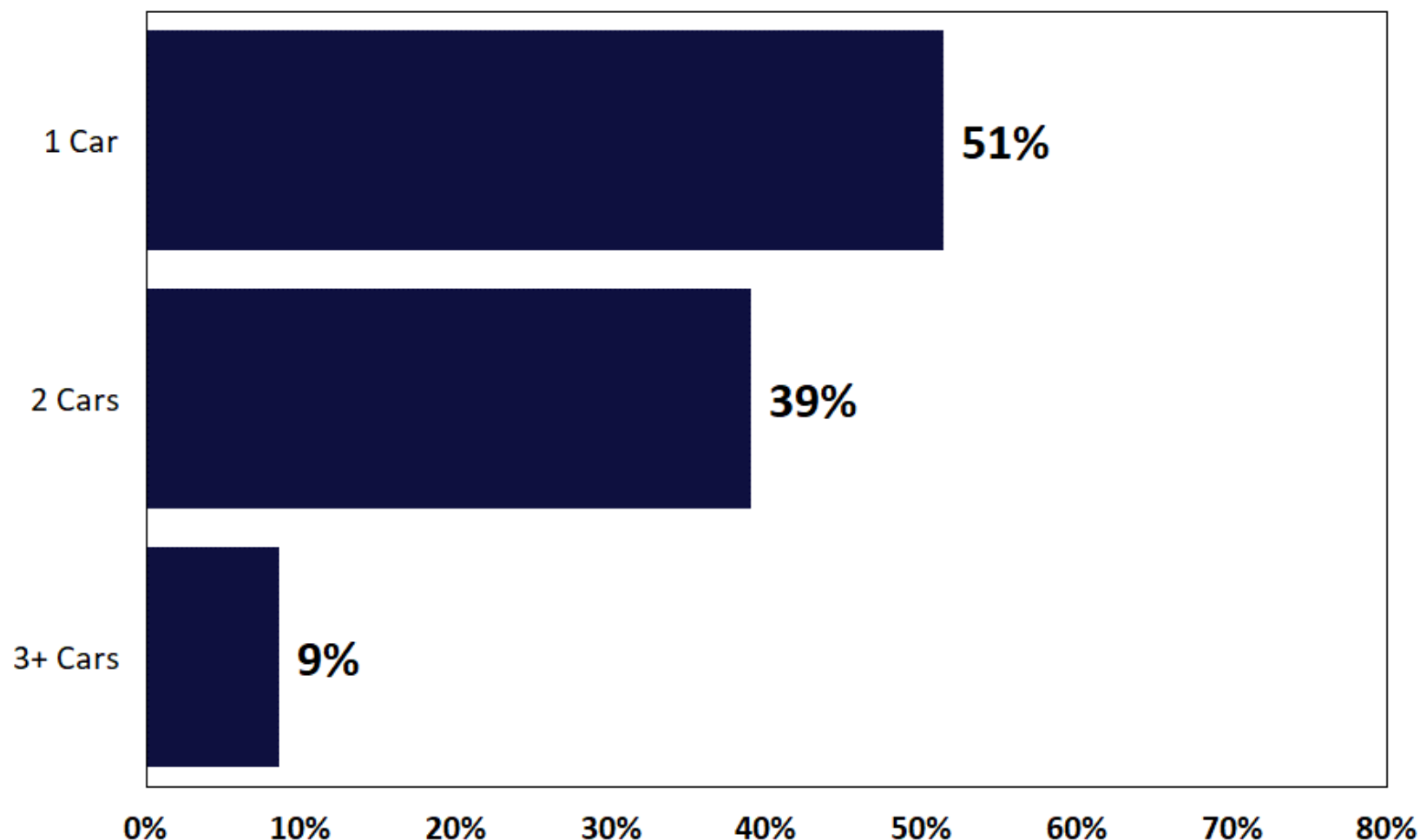
Q13. Do you have a working vehicle that you could have used instead today?

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



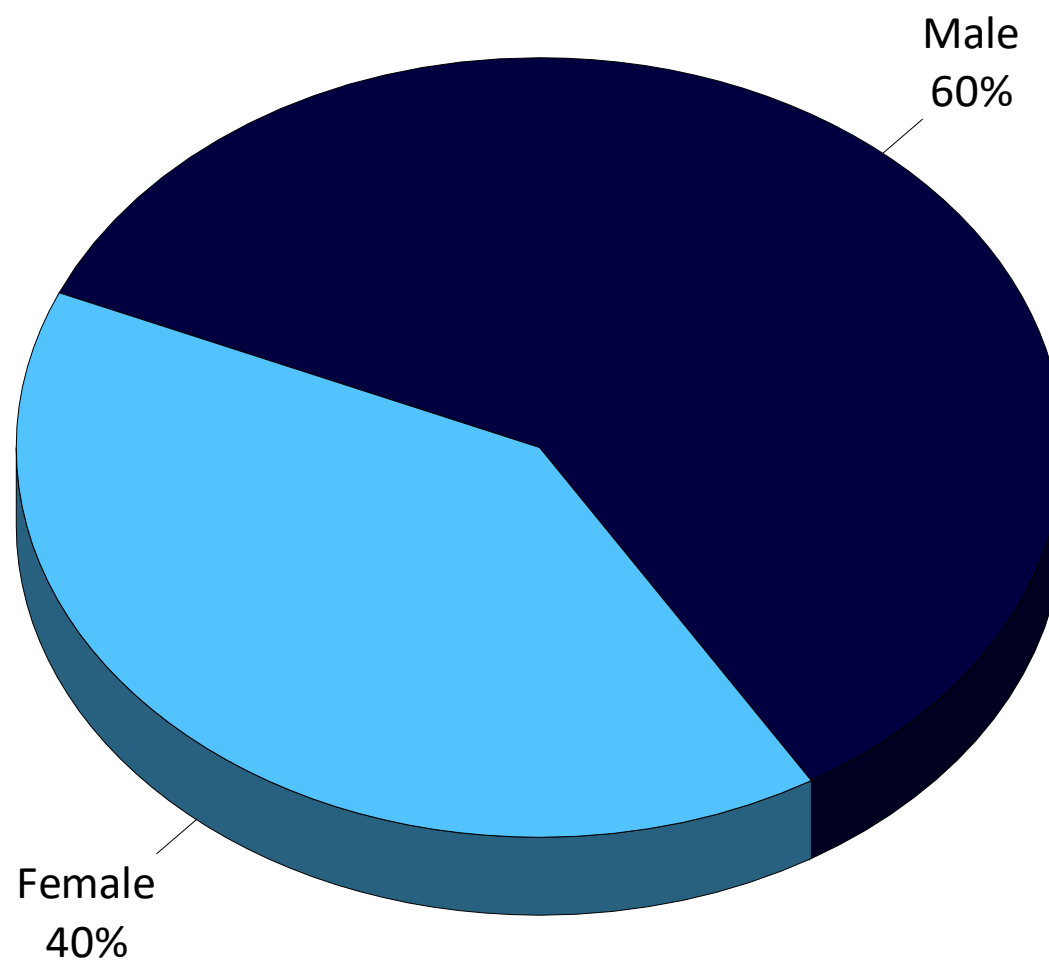
Q13a. If yes, how many working vehicles are available at your household?

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



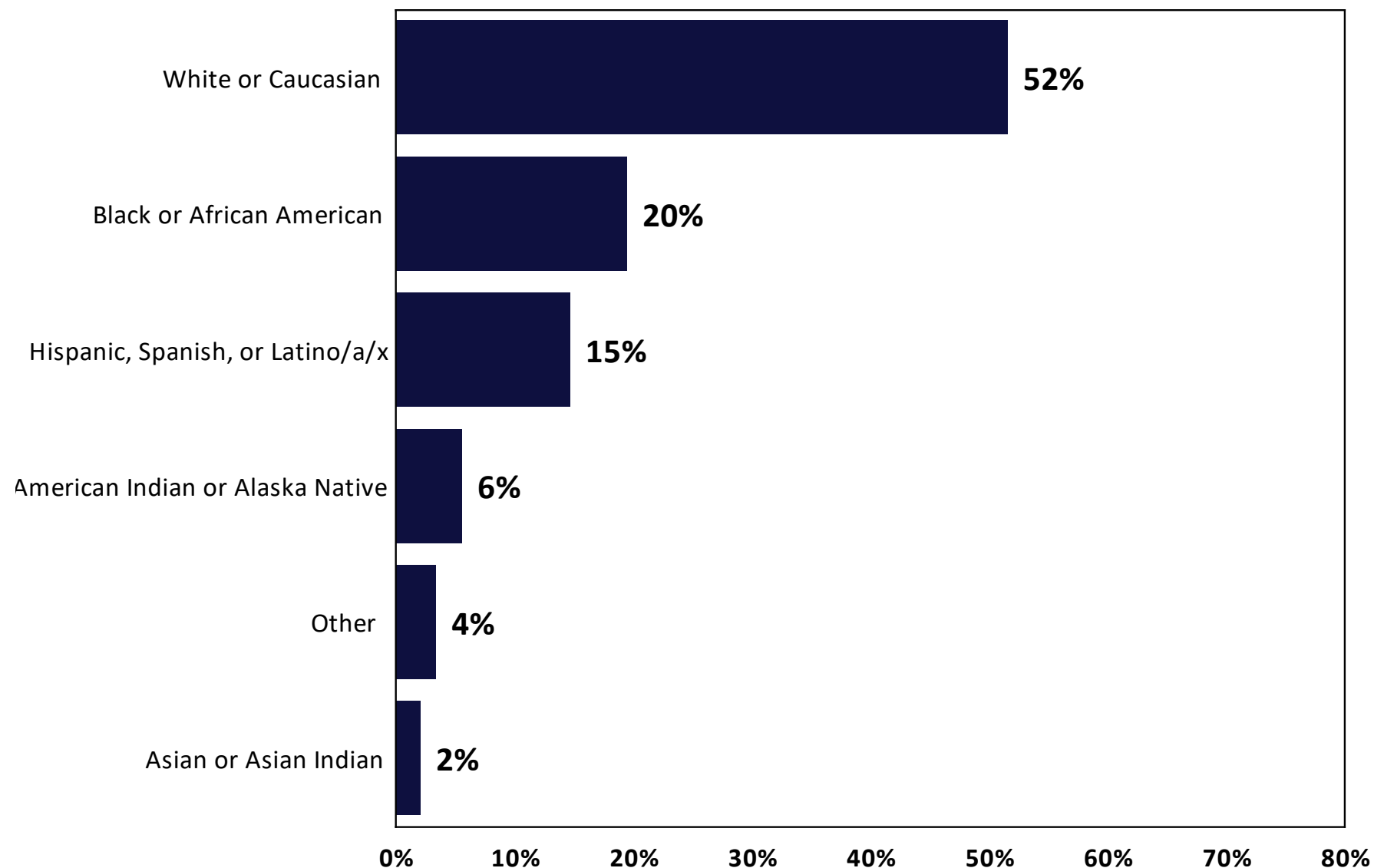
Q14. What is your gender?

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



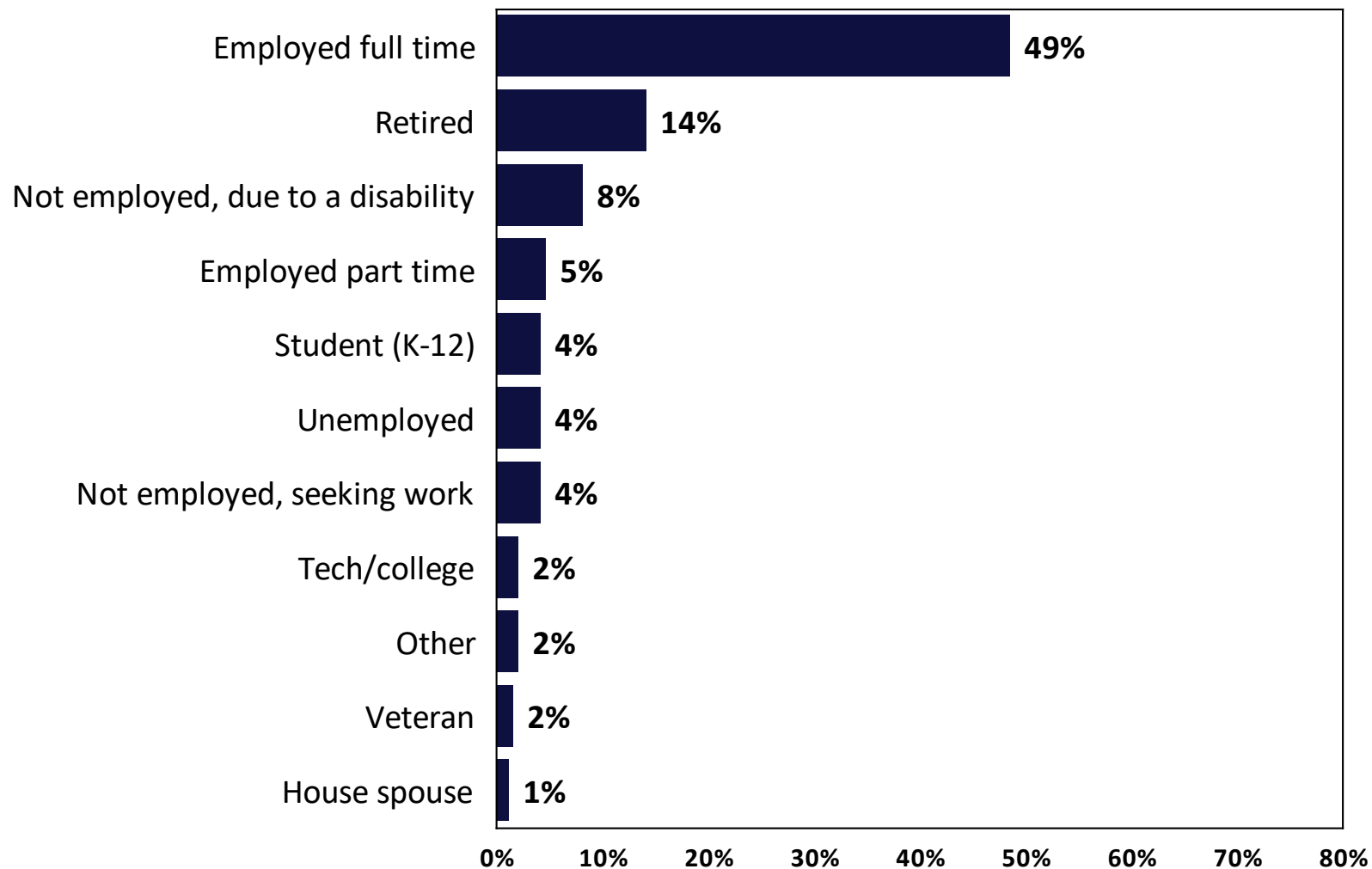
Q15. What is your race?

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



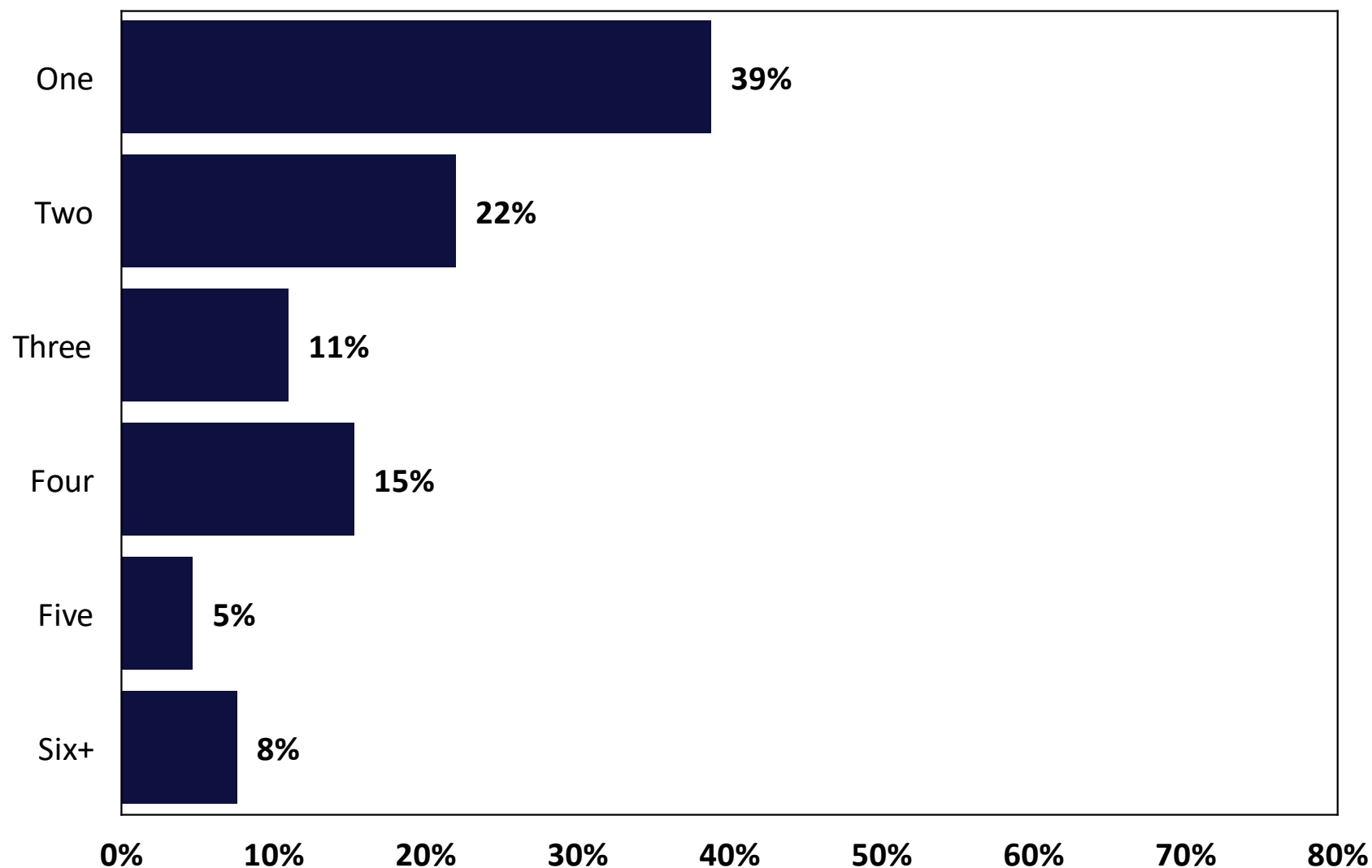
Q16. Are you:

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



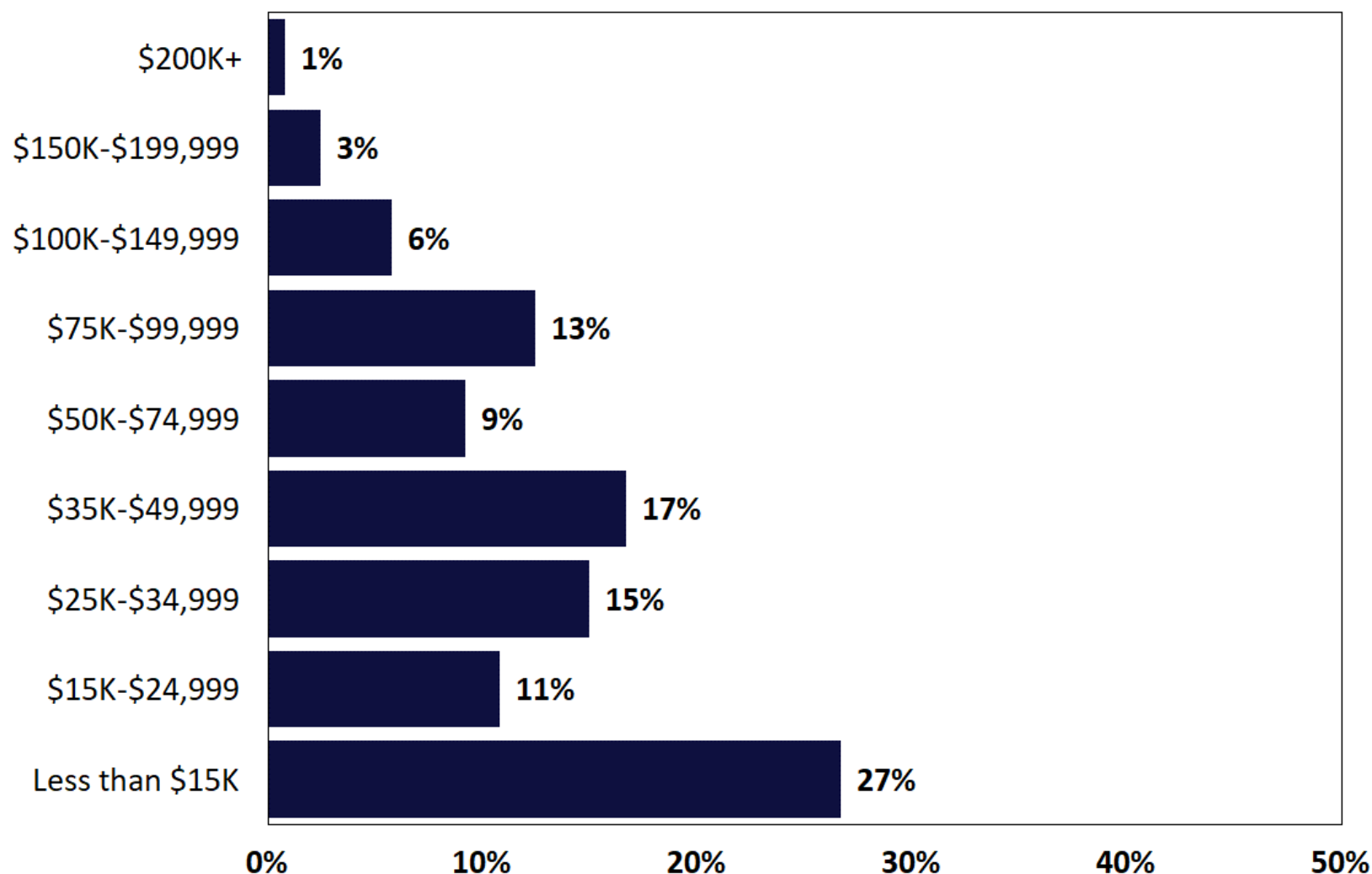
Q17. Including yourself, how many people live in your home?

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



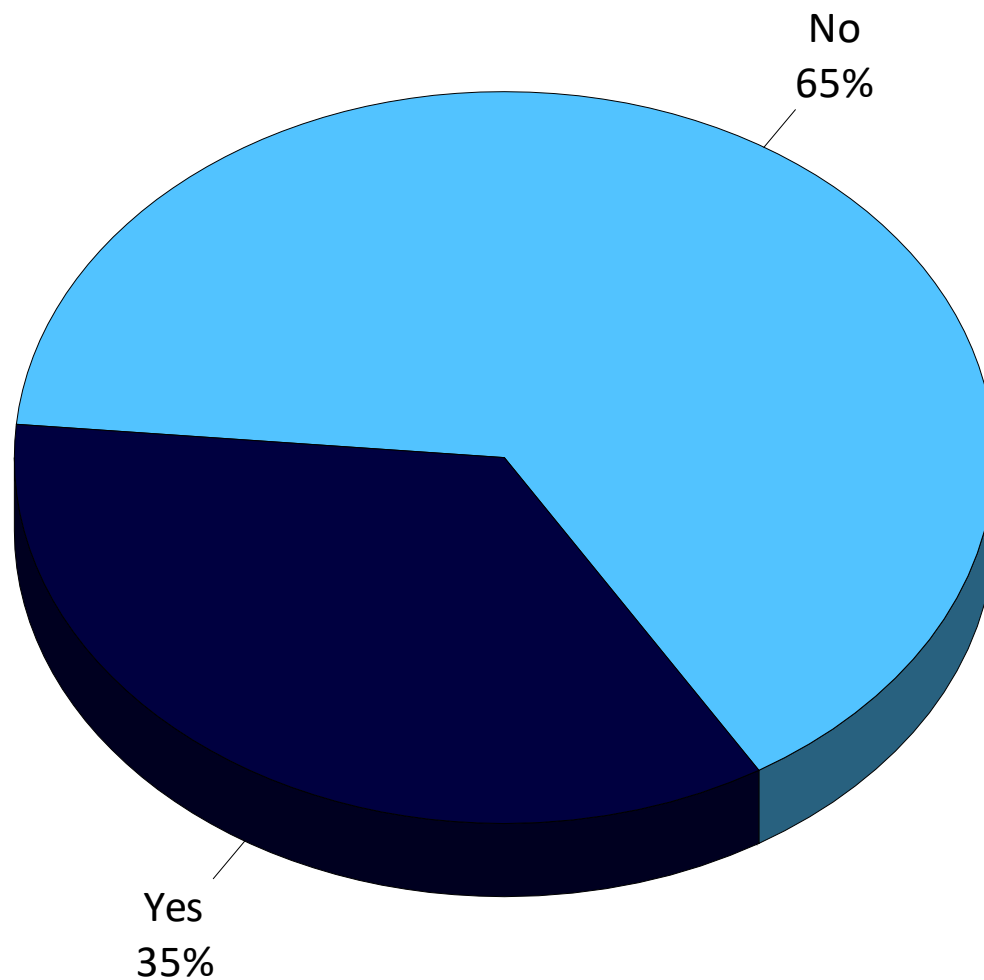
Q18. What was your annual household income in 2023?

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



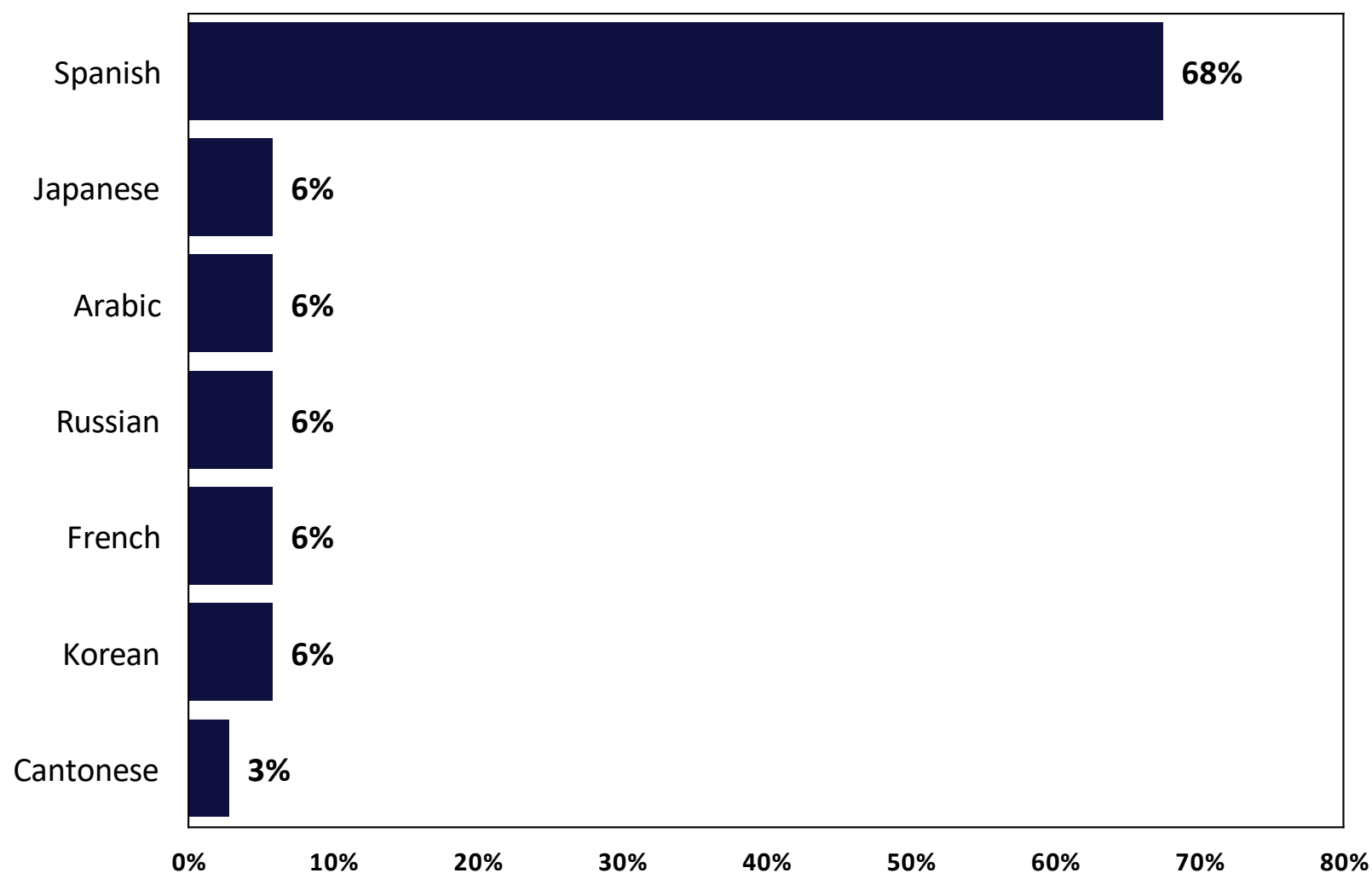
Q19. Do you speak a language other than English at home?

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



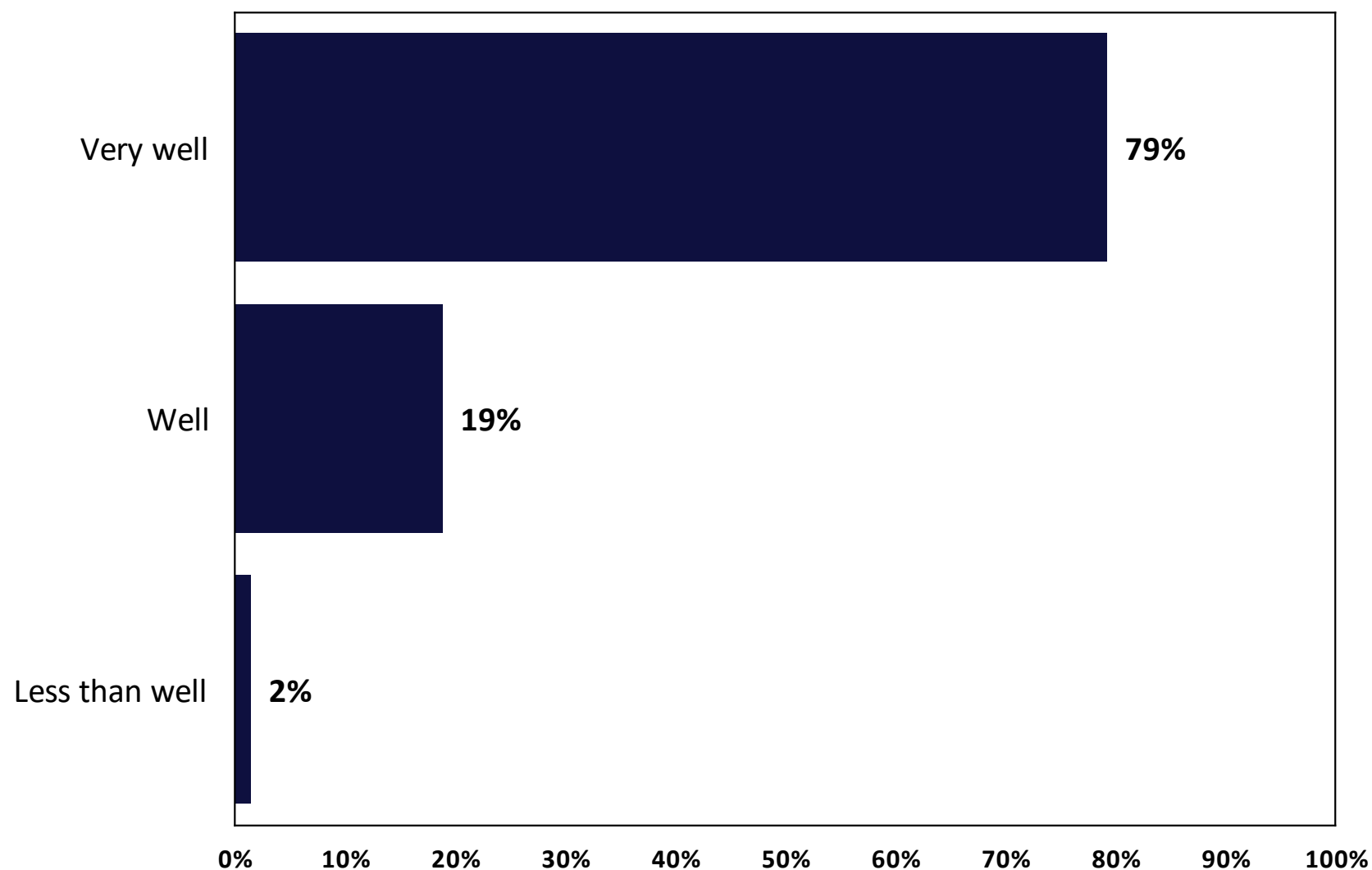
Q19a. Which language?

by percentage of riders



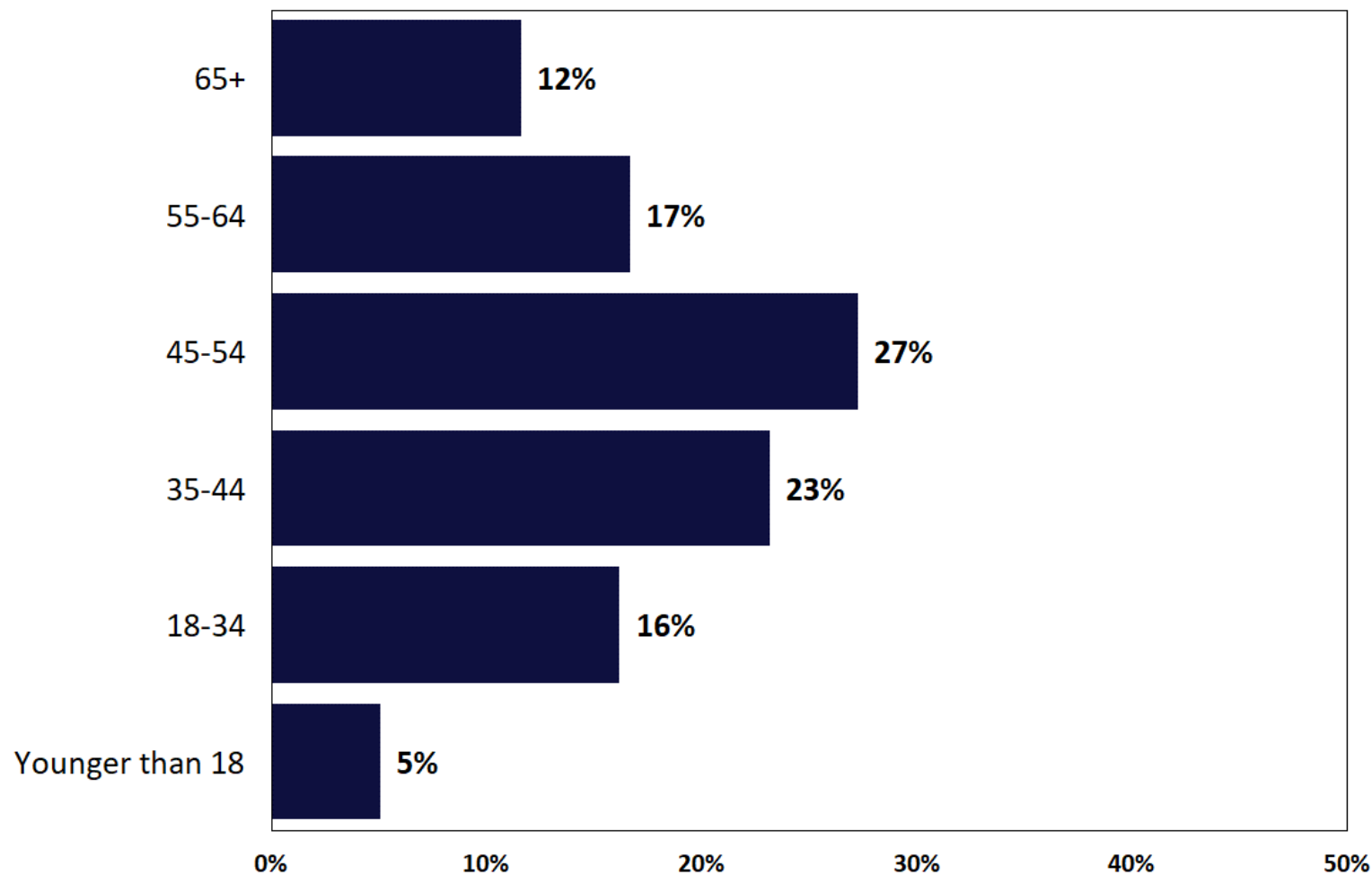
Q19b. How well do you speak English?

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



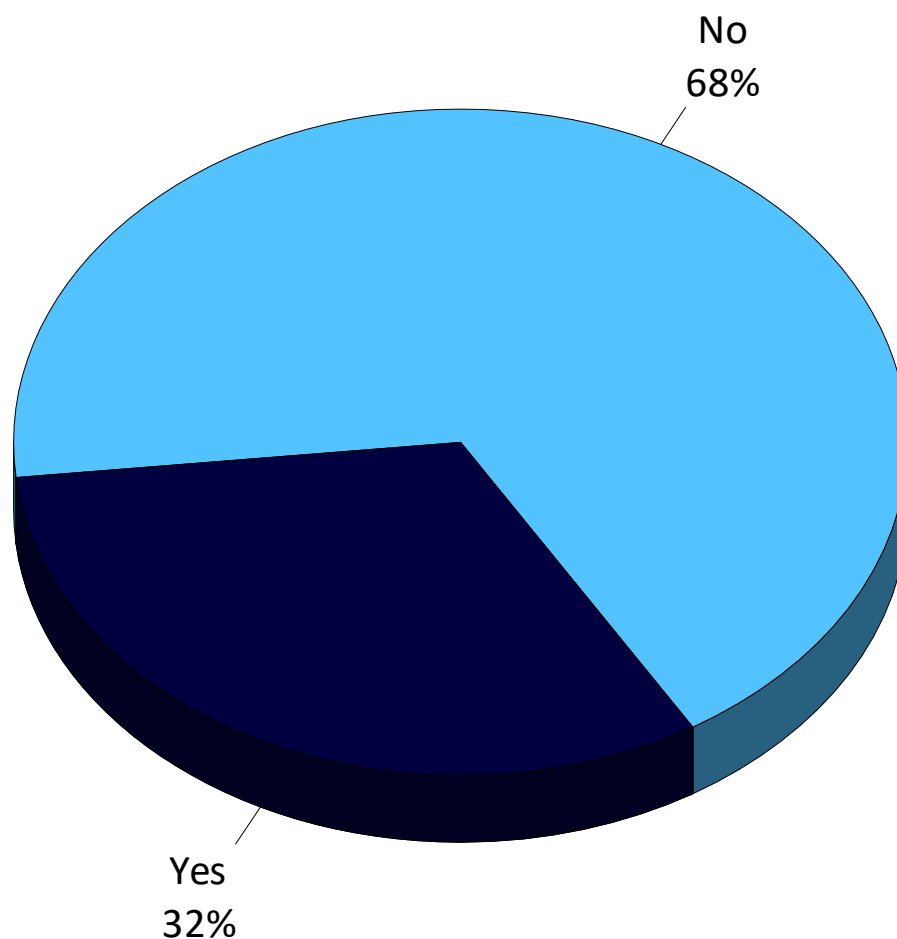
Q20. What year were you born?

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



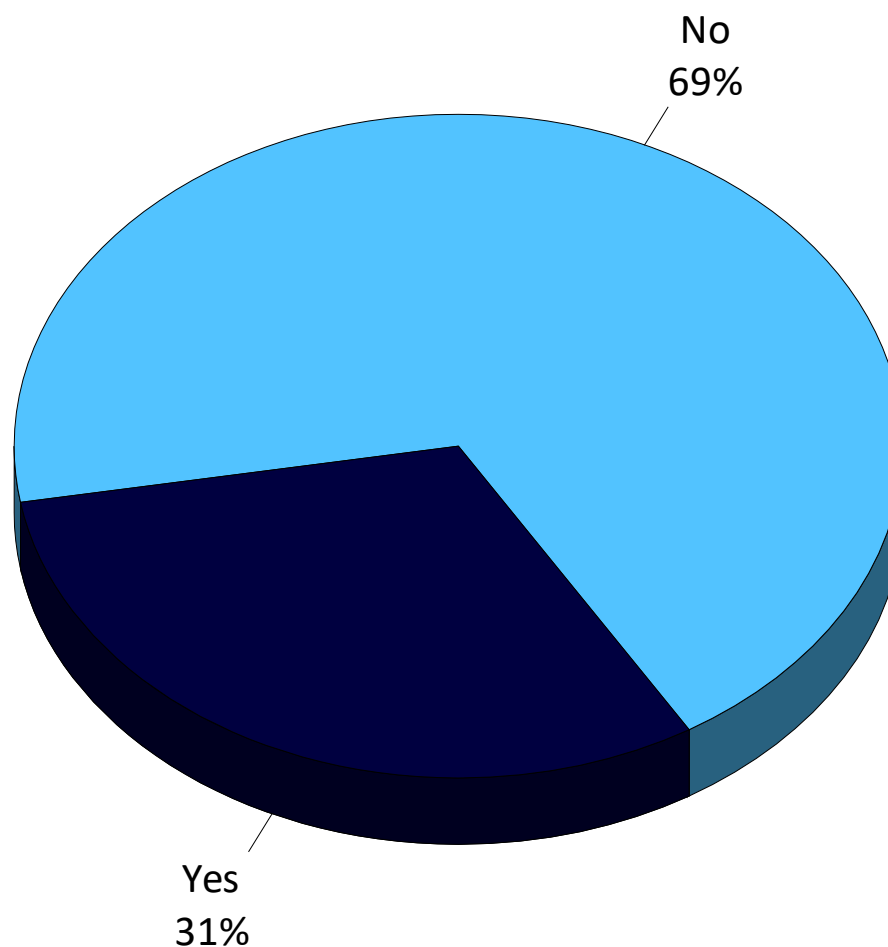
Q21. Do you qualify for reduced bus fare based on age or disability?

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



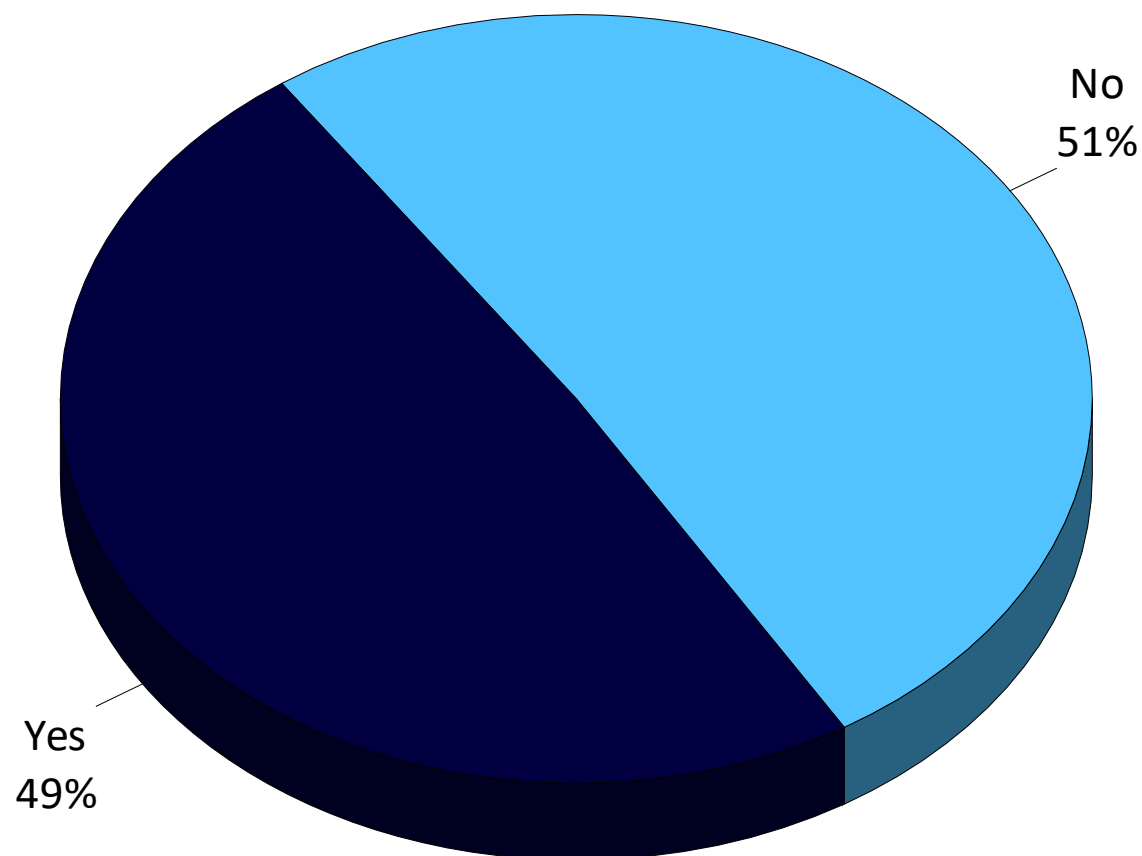
Q22. Are you familiar with EMBARK's Haul Pass program, in which youth under age 18 ride fare-free?

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



Q22a. 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 (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. Fourteen percent (13.5%) of customers selected *accuracy on arrival times at platforms* as one of the most important services for EMBARK to provide.

Regarding satisfaction, 85.5% of customers rated EMBARK's overall performance regarding the *accuracy on arrival times at platforms*, 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 *accuracy on arrival times at platforms*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 13.5% was multiplied by 14.5% (1-0.855). This calculation yielded an I-S rating of 0.0196 which ranked first out of the sixteen 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 Streetcar are provided on the following pages.

Importance-Satisfaction Analysis Ratings

2024 EMBARK Streetcar Rider Survey

| Category of Service | Most Important % | Most Important Rank | Satisfaction % | Satisfaction Rank | I-S Rating | I-S Rating Rank |
|--|------------------|---------------------|----------------|-------------------|------------|-----------------|
| Accuracy on arrival times at platforms | 13.5% | 4 | 85.5% | 16 | 0.0196 | 1 |
| Reliability of service | 15.2% | 2 | 91.7% | 7 | 0.0126 | 2 |
| Hours of service | 10.9% | 5 | 91.7% | 8 | 0.0090 | 3 |
| Streetcar arriving on time | 8.7% | 7 | 89.7% | 11 | 0.0090 | 4 |
| Cleanliness of streetcar | 14.8% | 3 | 94.2% | 3 | 0.0086 | 5 |
| Courtesy of fare inspectors | 10.4% | 6 | 92.6% | 6 | 0.0077 | 6 |
| Ease of getting real-time information | 5.2% | 11 | 85.8% | 15 | 0.0074 | 7 |
| Safety while riding on streetcar | 16.1% | 1 | 95.7% | 1 | 0.0069 | 8 |
| Frequency of service | 7.0% | 9 | 90.3% | 9 | 0.0068 | 9 |
| Information at the platform | 4.8% | 12 | 87.3% | 12 | 0.0061 | 10 |
| Ease of paying your fare | 4.3% | 13 | 87.1% | 13 | 0.0055 | 11 |
| Safety while waiting at a streetcar platform | 7.0% | 8 | 92.8% | 5 | 0.0050 | 12 |
| Ease of finding parking | 3.5% | 15 | 86.5% | 14 | 0.0047 | 13 |
| Effectiveness of customer communication | 3.9% | 14 | 90.0% | 10 | 0.0039 | 14 |
| Courtesy & helpfulness of drivers | 5.2% | 10 | 95.2% | 2 | 0.0025 | 15 |
| Cleanliness of streetcar platform | 3.0% | 16 | 94.2% | 4 | 0.0017 | 16 |

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. Which statement best describes you?

| <u>Q1. Which statement best describes you</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| I live in the downtown area | 52 | 22.6 % |
| I work in the downtown area | 24 | 10.4 % |
| I am attending a convention | 6 | 2.6 % |
| <u>I am visiting the downtown area</u> | <u>148</u> | <u>64.3 %</u> |
| Total | 230 | 100.0 % |

Q1a. Where are you visiting from:

| <u>Q1a. Where are you visiting from</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Another country | 1 | 0.7 % |
| Another state | 38 | 25.7 % |
| Another city | 14 | 9.5 % |
| OKC, but outside of Downtown OKC | 86 | 58.1 % |
| Not provided | 9 | 6.1 % |
| Total | 148 | 100.0 % |

WITHOUT NOT PROVIDED**Q1a. Where are you visiting from: (without "not provided")**

| <u>Q1a. Where are you visiting from</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Another country | 1 | 0.7 % |
| Another state | 38 | 27.3 % |
| Another city | 14 | 10.1 % |
| OKC, but outside of Downtown OKC | 86 | 61.9 % |
| Total | 139 | 100.0 % |

Q1a-4. Zip code of your home:

| <u>Q1a-4. Home zip code</u> | <u>Number</u> | <u>Percent</u> |
|-----------------------------|---------------|----------------|
| 73112 | 5 | 10.0 % |
| 73111 | 4 | 8.0 % |
| 73159 | 4 | 8.0 % |
| 73160 | 4 | 8.0 % |
| 73105 | 4 | 8.0 % |
| 73099 | 3 | 6.0 % |
| 73103 | 3 | 6.0 % |
| 73135 | 2 | 4.0 % |
| 73122 | 2 | 4.0 % |
| 73106 | 2 | 4.0 % |
| 73117 | 2 | 4.0 % |
| 73072 | 1 | 2.0 % |
| 73170 | 1 | 2.0 % |
| 73114 | 1 | 2.0 % |
| 73034 | 1 | 2.0 % |
| 73107 | 1 | 2.0 % |
| 73118 | 1 | 2.0 % |
| 73012 | 1 | 2.0 % |
| 73008 | 1 | 2.0 % |
| 73179 | 1 | 2.0 % |
| 73119 | 1 | 2.0 % |
| 73115 | 1 | 2.0 % |
| 73139 | 1 | 2.0 % |
| 73109 | 1 | 2.0 % |
| 73108 | 1 | 2.0 % |
| 73010 | 1 | 2.0 % |
| Total | 50 | 100.0 % |

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

| <u>Q2. Primary purpose of your trip today</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| Work | 24 | 10.4 % |
| Social Service | 1 | 0.4 % |
| Shopping/Errands | 56 | 24.3 % |
| Groceries/Getting Necessities/Dining Out | 11 | 4.8 % |
| Entertainment/Social Recreation | 69 | 30.0 % |
| Medical | 11 | 4.8 % |
| Meeting | 8 | 3.5 % |
| Other | 31 | 13.5 % |
| Not provided | 19 | 8.3 % |
| Total | 230 | 100.0 % |

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

| Q2. Primary purpose of your trip today | Number | Percent |
|--|--------|---------|
| Work | 24 | 11.4 % |
| Social Service | 1 | 0.5 % |
| Shopping/Errands | 56 | 26.5 % |
| Groceries/Getting Necessities/Dining Out | 11 | 5.2 % |
| Entertainment/Social Recreation | 69 | 32.7 % |
| Medical | 11 | 5.2 % |
| Meeting | 8 | 3.8 % |
| Other | 31 | 14.7 % |
| Total | 211 | 100.0 % |

Q2-1. Workplace zip code:

| Q2-1. Workplace zip cpde | Number | Percent |
|--------------------------|--------|---------|
| 73102 | 4 | 33.3 % |
| 73104 | 3 | 25.0 % |
| 73105 | 1 | 8.3 % |
| 73120 | 1 | 8.3 % |
| 74114 | 1 | 8.3 % |
| 73162 | 1 | 8.3 % |
| 73129 | 1 | 8.3 % |
| Total | 12 | 100.0 % |

Q2-1. Name of workplace:

| Q2-1. Name of workplace | Number | Percent |
|-------------------------|--------|---------|
| Ballpark | 2 | 33.3 % |
| Pavcom Arena | 1 | 16.7 % |
| Transit Center | 1 | 16.7 % |
| Old Spaghetti Factory | 1 | 16.7 % |
| St Anthony | 1 | 16.7 % |
| Total | 6 | 100.0 % |

Q2-4. Name of social service place:

| Q2-4. Place name of social service | Number | Percent |
|------------------------------------|--------|---------|
| Moesmuttle | 1 | 100.0 % |
| Total | 1 | 100.0 % |

Q2-10. Other:

| <u>Q2-10. Other</u> | <u>Number</u> | <u>Percent</u> |
|------------------------------|---------------|----------------|
| Church | 5 | 20.0 % |
| Traveling | 4 | 16.0 % |
| Park Gardens | 2 | 8.0 % |
| Homeless | 2 | 8.0 % |
| Gardens | 1 | 4.0 % |
| Memorial | 1 | 4.0 % |
| Riding bike | 1 | 4.0 % |
| Concert | 1 | 4.0 % |
| Terminal | 1 | 4.0 % |
| Writing for life to catch up | 1 | 4.0 % |
| Trip | 1 | 4.0 % |
| Seeing friends | 1 | 4.0 % |
| Movies | 1 | 4.0 % |
| Banking Chase | 1 | 4.0 % |
| YMCA | 1 | 4.0 % |
| <u>Library</u> | <u>1</u> | <u>4.0 %</u> |
| Total | 25 | 100.0 % |

Q3. How did you get to the nearest OKC Streetcar platform?

| <u>Q3. How did you get to the nearest OKC Streetcar platform</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Walk | 167 | 72.6 % |
| Bicycle | 5 | 2.2 % |
| Public Bus | 24 | 10.4 % |
| Rapid NW BRT | 2 | 0.9 % |
| Mobility Device | 3 | 1.3 % |
| Dropped off | 8 | 3.5 % |
| Drove alone | 8 | 3.5 % |
| Electric Scotter | 3 | 1.3 % |
| <u>Bird</u> | <u>10</u> | <u>4.3 %</u> |
| Total | 230 | 100.0 % |

Q3-1. How many minutes did you walk?

| <u>Q3-1. How many minutes did you walk</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| 0-5 | 88 | 52.7 % |
| 6-10 | 14 | 8.4 % |
| 10+ | 7 | 4.2 % |
| <u>Not provided</u> | <u>58</u> | <u>34.7 %</u> |
| Total | 167 | 100.0 % |

WITHOUT NOT PROVIDED**Q3-1. How many minutes did you walk? (without "not provided")**

| Q3-1. How many minutes did you walk | Number | Percent |
|-------------------------------------|--------|---------|
| 0-5 | 88 | 80.7 % |
| 6-10 | 14 | 12.8 % |
| 10+ | 7 | 6.4 % |
| Total | 109 | 100.0 % |

Q3-2. How many minutes did you bike?

| Q3-2. How many minutes did you bike | Number | Percent |
|-------------------------------------|--------|---------|
| 0-5 | 3 | 60.0 % |
| Not provided | 2 | 40.0 % |
| Total | 5 | 100.0 % |

WITHOUT NOT PROVIDED**Q3-2. How many minutes did you bike? (without "not provided")**

| Q3-2. How many minutes did you bike | Number | Percent |
|-------------------------------------|--------|---------|
| 0-5 | 3 | 100.0 % |
| Total | 3 | 100.0 % |

Q3-3. Bus routes:

| Q3-3. Bus route | Number | Percent |
|-----------------|--------|---------|
| 18 | 3 | 20.0 % |
| 9 | 3 | 20.0 % |
| 24 | 2 | 13.3 % |
| 3 | 2 | 13.3 % |
| 8 | 1 | 6.7 % |
| 23 | 1 | 6.7 % |
| 38 | 1 | 6.7 % |
| 16 | 1 | 6.7 % |
| 13 | 1 | 6.7 % |
| Total | 15 | 100.0 % |

Q3-6. How were you dropped off?

| Q3-6. How were you dropped off | Number | Percent |
|--------------------------------|--------|---------|
| Car | 5 | 62.5 % |
| Lyft | 1 | 12.5 % |
| Not provided | 2 | 25.0 % |
| Total | 8 | 100.0 % |

WITHOUT NOT PROVIDED**Q3-6. How were you dropped off? (without "not provided")**

| Q3-6. How were you dropped off | Number | Percent |
|--------------------------------|--------|---------|
| Car | 5 | 83.3 % |
| Lyft | 1 | 16.7 % |
| Total | 6 | 100.0 % |

Q4. If you drove, or rode with others in a vehicle today, where did you park?

| Q4. Where did you park | Number | Percent |
|----------------------------------|--------|---------|
| Free Public Parking (Garage/Lot) | 26 | 11.3 % |
| Paid Public Parking (Garage/Lot) | 15 | 6.5 % |
| Did Not Park a Vehicle | 38 | 16.5 % |
| Free On Street Parking | 23 | 10.0 % |
| Paid On Street Parking | 4 | 1.7 % |
| Not provided | 124 | 53.9 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q4. If you drove, or rode with others in a vehicle today, where did you park? (without "not provided")**

| Q4. Where did you park | Number | Percent |
|----------------------------------|--------|---------|
| Free Public Parking (Garage/Lot) | 26 | 24.5 % |
| Paid Public Parking (Garage/Lot) | 15 | 14.2 % |
| Did Not Park a Vehicle | 38 | 35.8 % |
| Free On Street Parking | 23 | 21.7 % |
| Paid On Street Parking | 4 | 3.8 % |
| Total | 106 | 100.0 % |

Q4-1. Garage or Lot:

| Q4-1. Garage or Lot | Number | Percent |
|---------------------|--------|---------|
| Lot | 2 | 100.0 % |
| Total | 2 | 100.0 % |

Q4-1. Which Lot:

| Q4-1. Which Lot | Number | Percent |
|-----------------|--------|---------|
| Dewey | 1 | 50.0 % |
| Park | 1 | 50.0 % |
| Total | 2 | 100.0 % |

Q4-2. Garage or Lot:

| Q4-2. Garage or Lot | Number | Percent |
|---------------------|--------|---------|
| Garage | 2 | 100.0 % |
| Total | 2 | 100.0 % |

Q4-2. Which garage:

| Q4-2. Garage or Lot | Number | Percent |
|---------------------|--------|---------|
| Garage | 2 | 100.0 % |
| Total | 2 | 100.0 % |

Q4a. If paid, did you use the Flowbird Parking App?

| Q4a. Did you use Flowbird Parking App | Number | Percent |
|---------------------------------------|--------|---------|
| Yes | 1 | 5.3 % |
| No | 1 | 5.3 % |
| Not provided | 17 | 89.5 % |
| Total | 19 | 100.0 % |

WITHOUT NOT PROVIDED**Q4a. If paid, did you use the Flowbird Parking App? (without "not provided")**

| Q4a. Did you use Flowbird Parking App | Number | Percent |
|---------------------------------------|--------|---------|
| Yes | 1 | 50.0 % |
| No | 1 | 50.0 % |
| Total | 2 | 100.0 % |

Q5. How did you pay your Streetcar fare today?

| <u>Q5. How did you pay your Streetcar fare today</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| At Ticket Kiosk | 93 | 40.4 % |
| Paper Pass | 54 | 23.5 % |
| Token Transit/Mobile Fare App | 45 | 19.6 % |
| Not provided | 38 | 16.5 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q5. How did you pay your Streetcar fare today? (without "not provided")**

| <u>Q5. How did you pay your Streetcar fare today</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| At Ticket Kiosk | 93 | 48.4 % |
| Paper Pass | 54 | 28.1 % |
| Token Transit/Mobile Fare App | 45 | 23.4 % |
| Total | 192 | 100.0 % |

Q5-1. How did you pay at the Kiosk?

| <u>Q5-1. How did you pay at Kiosk</u> | <u>Number</u> | <u>Percent</u> |
|---------------------------------------|---------------|----------------|
| Cash | 34 | 36.6 % |
| Credit Card | 28 | 30.1 % |
| Not provided | 31 | 33.3 % |
| Total | 93 | 100.0 % |

WITHOUT NOT PROVIDED**Q5-1. How did you pay at the Kiosk? (without "not provided")**

| <u>Q5-1. How did you pay at Kiosk</u> | <u>Number</u> | <u>Percent</u> |
|---------------------------------------|---------------|----------------|
| Cash | 34 | 54.8 % |
| Credit Card | 28 | 45.2 % |
| Total | 62 | 100.0 % |

Q6. How do you typically travel around the downtown area?

| Q6. How do you typically travel around downtown area | Number | Percent |
|--|--------|---------|
| Walking | 128 | 55.7 % |
| Bicycle | 8 | 3.5 % |
| EMBARK Bus | 34 | 14.8 % |
| RAPID NW BRT | 12 | 5.2 % |
| OKC Streetcar | 106 | 46.1 % |
| Rideshare (Uber, taxi, Lyft) | 6 | 2.6 % |
| Drive alone | 23 | 10.0 % |
| Drive with others | 19 | 8.3 % |
| Other | 1 | 0.4 % |
| Total | 337 | |

Q6-3. Bus route:

| Q6-3. Bus Route | Number | Percent |
|-----------------|--------|---------|
| 11 | 4 | 18.2 % |
| 16 | 2 | 9.1 % |
| 9 | 2 | 9.1 % |
| 13 | 2 | 9.1 % |
| 38 | 2 | 9.1 % |
| All Buses | 1 | 4.5 % |
| 7 | 1 | 4.5 % |
| 40 | 1 | 4.5 % |
| 8 | 1 | 4.5 % |
| All | 1 | 4.5 % |
| 18, 40 | 1 | 4.5 % |
| 3 | 1 | 4.5 % |
| 9, 11 | 1 | 4.5 % |
| 22 | 1 | 4.5 % |
| 200 | 1 | 4.5 % |
| Total | 22 | 100.0 % |

Q6-9. Other:

| Q6-9. Other | Number | Percent |
|----------------------|--------|---------|
| Not traveling around | 1 | 100.0 % |
| Total | 1 | 100.0 % |

Q7. How often do you use the OKC Streetcar?

| <u>Q7. How often do you use OKC Streetcar</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| 5+ times per week | 47 | 20.4 % |
| 3-4 times per week | 30 | 13.0 % |
| 1-2 times per week | 40 | 17.4 % |
| 1-3 days per month | 31 | 13.5 % |
| Less than once per month | 72 | 31.3 % |
| <u>Not provided</u> | 10 | 4.3 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q7. How often do you use the OKC Streetcar? (without "not provided")**

| <u>Q7. How often do you use OKC Streetcar</u> | <u>Number</u> | <u>Percent</u> |
|---|---------------|----------------|
| 5+ times per week | 47 | 21.4 % |
| 3-4 times per week | 30 | 13.6 % |
| 1-2 times per week | 40 | 18.2 % |
| 1-3 days per month | 31 | 14.1 % |
| Less than once per month | 72 | 32.7 % |
| Total | 220 | 100.0 % |

Q9. Do you currently have access to a mobile smartphone?

| <u>Q9. Do you currently have access to a mobile smartphone</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 201 | 87.4 % |
| No | 26 | 11.3 % |
| <u>Not provided</u> | 3 | 1.3 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q9. Do you currently have access to a mobile smartphone? (without "not provided")**

| <u>Q9. Do you currently have access to a mobile smartphone</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 201 | 88.5 % |
| No | 26 | 11.5 % |
| Total | 227 | 100.0 % |

Q9a. If "yes" to Question 9, does it have a data plan?

| Q9a. Does it have a data plan | Number | Percent |
|-------------------------------|--------|---------|
| Yes | 183 | 91.0 % |
| No | 9 | 4.5 % |
| Not provided | 9 | 4.5 % |
| Total | 201 | 100.0 % |

WITHOUT NOT PROVIDED**Q9a. If "yes" to Question 9, does it have a data plan? (without "not provided")**

| Q9a. Does it have a data plan | Number | Percent |
|-------------------------------|--------|---------|
| Yes | 183 | 95.3 % |
| No | 9 | 4.7 % |
| Total | 192 | 100.0 % |

Q10. Have you used any of these rider tools?

| Q10. Have you used any rider tools | Number | Percent |
|------------------------------------|--------|---------|
| EMBARK Connect | 51 | 22.2 % |
| go.embarkok.com | 31 | 13.5 % |
| 405-235-RIDE | 37 | 16.1 % |
| Token Transit | 59 | 25.7 % |
| Google Maps | 83 | 36.1 % |
| Moovit | 9 | 3.9 % |
| Transit App | 39 | 17.0 % |
| Spokies Bikeshare App | 1 | 0.4 % |
| Total | 310 | |

Q11. How would you rate your satisfaction with OKC Streetcar's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=230)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied | N/A |
|---|----------------|-----------|---------|--------------|-------------------|-------|
| Q11-1. Courtesy of fare inspectors | 68.3% | 13.5% | 6.1% | 0.4% | 0.0% | 11.7% |
| Q11-2. Courtesy & helpfulness of drivers | 67.8% | 17.8% | 4.3% | 0.0% | 0.0% | 10.0% |
| Q11-3. Safety while riding on streetcar | 69.6% | 17.0% | 3.5% | 0.4% | 0.0% | 9.6% |
| Q11-4. Safety while waiting at a streetcar platform | 62.2% | 21.7% | 5.2% | 1.3% | 0.0% | 9.6% |
| Q11-5. Cleanliness of streetcar | 67.8% | 17.4% | 4.8% | 0.4% | 0.0% | 9.6% |
| Q11-6. Cleanliness of streetcar platform | 64.3% | 21.3% | 4.3% | 0.9% | 0.0% | 9.1% |
| Q11-7. Information at the platform | 58.3% | 20.0% | 5.7% | 3.5% | 2.2% | 10.4% |
| Q11-8. Ease of finding parking | 47.8% | 16.5% | 7.4% | 2.2% | 0.4% | 25.7% |
| Q11-9. Ease of paying your fare | 59.1% | 14.3% | 5.2% | 3.9% | 1.7% | 15.7% |
| Q11-10. Ease of getting real-time information | 57.4% | 18.7% | 6.5% | 4.8% | 1.3% | 11.3% |
| Q11-11. Effectiveness of customer communication | 52.2% | 22.2% | 5.2% | 2.2% | 0.9% | 17.4% |
| Q11-12. Streetcar arriving on time | 57.8% | 21.7% | 5.7% | 2.2% | 1.3% | 11.3% |
| Q11-13. Accuracy on arrival times at platforms | 55.7% | 21.3% | 7.0% | 2.6% | 3.5% | 10.0% |
| Q11-14. Frequency of service | 62.2% | 18.7% | 6.1% | 0.9% | 1.7% | 10.4% |

Q11. How would you rate your satisfaction with OKC Streetcar'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 |
|--------------------------------|----------------|-----------|---------|--------------|----------------------|-------|
| Q11-15. Reliability of service | 63.5% | 18.3% | 5.2% | 0.4% | 1.7% | 10.9% |
| Q11-16. Hours of service | 62.6% | 19.1% | 4.8% | 0.9% | 1.7% | 10.9% |

WITHOUT NOT PROVIDED

Q11. How would you rate your satisfaction with OKC Streetcar's performance in the following areas? Please circle your response where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "N/A")

(N=230)

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|----------------|-----------|---------|--------------|-------------------|
| Q11-1. Courtesy of fare inspectors | 77.3% | 15.3% | 6.9% | 0.5% | 0.0% |
| Q11-2. Courtesy & helpfulness of drivers | 75.4% | 19.8% | 4.8% | 0.0% | 0.0% |
| Q11-3. Safety while riding on streetcar | 76.9% | 18.8% | 3.8% | 0.5% | 0.0% |
| Q11-4. Safety while waiting at a streetcar platform | 68.8% | 24.0% | 5.8% | 1.4% | 0.0% |
| Q11-5. Cleanliness of streetcar | 75.0% | 19.2% | 5.3% | 0.5% | 0.0% |
| Q11-6. Cleanliness of streetcar platform | 70.8% | 23.4% | 4.8% | 1.0% | 0.0% |
| Q11-7. Information at the platform | 65.0% | 22.3% | 6.3% | 3.9% | 2.4% |
| Q11-8. Ease of finding parking | 64.3% | 22.2% | 9.9% | 2.9% | 0.6% |
| Q11-9. Ease of paying your fare | 70.1% | 17.0% | 6.2% | 4.6% | 2.1% |
| Q11-10. Ease of getting real-time information | 64.7% | 21.1% | 7.4% | 5.4% | 1.5% |
| Q11-11. Effectiveness of customer communication | 63.2% | 26.8% | 6.3% | 2.6% | 1.1% |
| Q11-12. Streetcar arriving on time | 65.2% | 24.5% | 6.4% | 2.5% | 1.5% |
| Q11-13. Accuracy on arrival times at platforms | 61.8% | 23.7% | 7.7% | 2.9% | 3.9% |
| Q11-14. Frequency of service | 69.4% | 20.9% | 6.8% | 1.0% | 1.9% |

WITHOUT NOT PROVIDED

Q11. How would you rate your satisfaction with OKC Streetcar'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 |
|--------------------------------|----------------|-----------|---------|--------------|-------------------|
| Q11-15. Reliability of service | 71.2% | 20.5% | 5.9% | 0.5% | 2.0% |
| Q11-16. Hours of service | 70.2% | 21.5% | 5.4% | 1.0% | 2.0% |

Q11a. From the ratings you gave above in Question 11, which THREE questions are most important to you?

| Q11a. Top choice | Number | Percent |
|--|--------|---------|
| Courtesy of fare inspectors | 15 | 6.5 % |
| Courtesy & helpfulness of drivers | 4 | 1.7 % |
| Safety while riding on streetcar | 15 | 6.5 % |
| Safety while waiting at a streetcar platform | 5 | 2.2 % |
| Cleanliness of streetcar | 9 | 3.9 % |
| Cleanliness of streetcar platform | 1 | 0.4 % |
| Information at the platform | 5 | 2.2 % |
| Ease of finding parking | 2 | 0.9 % |
| Ease of paying your fare | 3 | 1.3 % |
| Ease of getting real-time information | 4 | 1.7 % |
| Effectiveness of customer communication | 2 | 0.9 % |
| Streetcar arriving on time | 8 | 3.5 % |
| Accuracy on arrival times at platforms | 6 | 2.6 % |
| Frequency of service | 4 | 1.7 % |
| Reliability of service | 14 | 6.1 % |
| Hours of service | 12 | 5.2 % |
| None chosen | 121 | 52.6 % |
| Total | 230 | 100.0 % |

Q11a. From the ratings you gave above in Question 11, which THREE questions are most important to you?

| Q11a. 2nd choice | Number | Percent |
|--|--------|---------|
| Courtesy of fare inspectors | 5 | 2.2 % |
| Courtesy & helpfulness of drivers | 5 | 2.2 % |
| Safety while riding on streetcar | 14 | 6.1 % |
| Safety while waiting at a streetcar platform | 7 | 3.0 % |
| Cleanliness of streetcar | 11 | 4.8 % |
| Cleanliness of streetcar platform | 2 | 0.9 % |
| Information at the platform | 3 | 1.3 % |
| Ease of finding parking | 5 | 2.2 % |
| Ease of paying your fare | 5 | 2.2 % |
| Ease of getting real-time information | 4 | 1.7 % |
| Effectiveness of customer communication | 2 | 0.9 % |
| Streetcar arriving on time | 7 | 3.0 % |
| Accuracy on arrival times at platforms | 11 | 4.8 % |
| Frequency of service | 4 | 1.7 % |
| Reliability of service | 10 | 4.3 % |
| Hours of service | 4 | 1.7 % |
| None chosen | 131 | 57.0 % |
| Total | 230 | 100.0 % |

Q11a. From the ratings you gave above in Question 11, which THREE questions are most important to you?

| Q11a. 3rd choice | Number | Percent |
|--|--------|---------|
| Courtesy of fare inspectors | 4 | 1.7 % |
| Courtesy & helpfulness of drivers | 3 | 1.3 % |
| Safety while riding on streetcar | 8 | 3.5 % |
| Safety while waiting at a streetcar platform | 4 | 1.7 % |
| Cleanliness of streetcar | 14 | 6.1 % |
| Cleanliness of streetcar platform | 4 | 1.7 % |
| Information at the platform | 3 | 1.3 % |
| Ease of finding parking | 1 | 0.4 % |
| Ease of paying your fare | 2 | 0.9 % |
| Ease of getting real-time information | 4 | 1.7 % |
| Effectiveness of customer communication | 5 | 2.2 % |
| Streetcar arriving on time | 5 | 2.2 % |
| Accuracy on arrival times at platforms | 14 | 6.1 % |
| Frequency of service | 8 | 3.5 % |
| Reliability of service | 11 | 4.8 % |
| Hours of service | 9 | 3.9 % |
| None chosen | 131 | 57.0 % |
| Total | 230 | 100.0 % |

SUM OF TOP THREE**Q11a. From the ratings you gave above in Question 11, which THREE questions are most important to you? (top 3)**

| Q11a. Top choice | Number | Percent |
|--|--------|---------|
| Courtesy of fare inspectors | 24 | 10.4 % |
| Courtesy & helpfulness of drivers | 12 | 5.2 % |
| Safety while riding on streetcar | 37 | 16.1 % |
| Safety while waiting at a streetcar platform | 16 | 7.0 % |
| Cleanliness of streetcar | 34 | 14.8 % |
| Cleanliness of streetcar platform | 7 | 3.0 % |
| Information at the platform | 11 | 4.8 % |
| Ease of finding parking | 8 | 3.5 % |
| Ease of paying your fare | 10 | 4.3 % |
| Ease of getting real-time information | 12 | 5.2 % |
| Effectiveness of customer communication | 9 | 3.9 % |
| Streetcar arriving on time | 20 | 8.7 % |
| Accuracy on arrival times at platforms | 31 | 13.5 % |
| Frequency of service | 16 | 7.0 % |
| Reliability of service | 35 | 15.2 % |
| Hours of service | 25 | 10.9 % |
| None chosen | 121 | 52.6 % |
| Total | 428 | |

Q11b. Overall, how satisfied are you with OKC Streetcar?

| Q11b. How satisfied are you with OKC Streetcar | Number | Percent |
|--|--------|---------|
| Very satisfied | 137 | 59.6 % |
| Satisfied | 63 | 27.4 % |
| Neutral | 11 | 4.8 % |
| Dissatisfied | 2 | 0.9 % |
| Not provided | 17 | 7.4 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q11b. Overall, how satisfied are you with OKC Streetcar? (without "not provided")**

| Q11b. How satisfied are you with OKC Streetcar | Number | Percent |
|--|--------|---------|
| Very satisfied | 137 | 64.3 % |
| Satisfied | 63 | 29.6 % |
| Neutral | 11 | 5.2 % |
| Dissatisfied | 2 | 0.9 % |
| Total | 213 | 100.0 % |

Q12. Do you have a valid driver's license?

| <u>Q12. Do you have a valid driver's license</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 137 | 59.6 % |
| No | 74 | 32.2 % |
| Not provided | 19 | 8.3 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q12. Do you have a valid driver's license? (without "not provided")**

| <u>Q12. Do you have a valid driver's license</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 137 | 64.9 % |
| No | 74 | 35.1 % |
| Total | 211 | 100.0 % |

Q13. Do you have a working vehicle that you could have used instead today?

| <u>Q13. Do you have a working vehicle that you could have used instead today</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 110 | 47.8 % |
| No | 89 | 38.7 % |
| Not provided | 31 | 13.5 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q13. Do you have a working vehicle that you could have used instead today? (without "not provided")**

| <u>Q13. Do you have a working vehicle that you could have used instead today</u> | <u>Number</u> | <u>Percent</u> |
|--|---------------|----------------|
| Yes | 110 | 55.3 % |
| No | 89 | 44.7 % |
| Total | 199 | 100.0 % |

Q13a. If "yes" to Question 13, how many working vehicles are available at your household?Q13a. How many working vehicles are available
at your household

| | Number | Percent |
|--------------|--------|---------|
| Zero | 1 | 0.9 % |
| 1 Car | 54 | 49.1 % |
| 2 cars | 41 | 37.3 % |
| 3+ cars | 9 | 8.2 % |
| Not provided | 5 | 4.5 % |
| Total | 110 | 100.0 % |

WITHOUT NOT PROVIDED**Q13a. If "yes" to Question 13, how many working vehicles are available at your household? (without "not provided")**Q13a. How many working vehicles are available
at your household

| | Number | Percent |
|---------|--------|---------|
| Zero | 1 | 1.0 % |
| 1 Car | 54 | 51.4 % |
| 2 cars | 41 | 39.0 % |
| 3+ cars | 9 | 8.6 % |
| Total | 105 | 100.0 % |

Q14. What is your gender?

Q14. Your gender

| | Number | Percent |
|----------------------|--------|---------|
| Male | 125 | 54.3 % |
| Female | 83 | 36.1 % |
| Prefer not to answer | 22 | 9.6 % |
| Total | 230 | 100.0 % |

WITHOUT PREFER NOT TO ANSWER**Q14. What is your gender? (without "prefer not to answer")**

Q14. Your gender

| | Number | Percent |
|--------|--------|---------|
| Male | 125 | 60.1 % |
| Female | 83 | 39.9 % |
| Total | 208 | 100.0 % |

Q15. What is your race?

| Q15. Your race | Number | Percent |
|----------------------------------|--------|---------|
| Asian or Asian Indian | 5 | 2.2 % |
| Black or African American | 45 | 19.6 % |
| American Indian or Alaska Native | 13 | 5.7 % |
| White or Caucasian | 119 | 51.7 % |
| Hispanic, Spanish, or Latino/a/x | 34 | 14.8 % |
| Other | 8 | 3.5 % |
| Total | 224 | |

Q15-7. Self-describe your race:

| Q15-7. Self-describe your race | Number | Percent |
|--------------------------------|--------|---------|
| Persian | 1 | 25.0 % |
| Mixed | 1 | 25.0 % |
| Bi-racial | 1 | 25.0 % |
| Irish | 1 | 25.0 % |
| Total | 4 | 100.0 % |

Q16. What are you?

| Q16. Your employment status | Number | Percent |
|-----------------------------------|--------|---------|
| Employed full time | 112 | 48.7 % |
| House spouse | 3 | 1.3 % |
| Student (K-12) | 10 | 4.3 % |
| Employed part time | 11 | 4.8 % |
| Unemployed | 10 | 4.3 % |
| Veteran | 4 | 1.7 % |
| Tech/college | 5 | 2.2 % |
| Not employed, seeking work | 10 | 4.3 % |
| Retired | 33 | 14.3 % |
| Not employed, due to a disability | 19 | 8.3 % |
| Other | 5 | 2.2 % |
| Total | 222 | |

Q16-11. Other:

| Q16-11. Other | Number | Percent |
|---------------|--------|---------|
| Volunteer | 2 | 40.0 % |
| Homeless | 1 | 20.0 % |
| Homemade | 1 | 20.0 % |
| Artist | 1 | 20.0 % |
| Total | 5 | 100.0 % |

Q17. Including yourself, how many people live in your home?

| Q17. How many people live in your home | Number | Percent |
|--|--------|---------|
| One | 81 | 35.2 % |
| Two | 46 | 20.0 % |
| Three | 23 | 10.0 % |
| Four | 32 | 13.9 % |
| Five | 10 | 4.3 % |
| Six+ | 16 | 7.0 % |
| Not provided | 22 | 9.6 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q17. Including yourself, how many people live in your home? (without "not provided")**

| Q17. How many people live in your home | Number | Percent |
|--|--------|---------|
| One | 81 | 38.9 % |
| Two | 46 | 22.1 % |
| Three | 23 | 11.1 % |
| Four | 32 | 15.4 % |
| Five | 10 | 4.8 % |
| Six+ | 16 | 7.7 % |
| Total | 208 | 100.0 % |

Q18. What was your annual household income in 2023?

| Q18. Your annual household income in 2023 | Number | Percent |
|---|--------|---------|
| Less than \$15K | 32 | 13.9 % |
| \$15K-\$24,999 | 13 | 5.7 % |
| \$25K-\$34,999 | 18 | 7.8 % |
| \$35K-\$49,999 | 20 | 8.7 % |
| \$50K-\$74,999 | 11 | 4.8 % |
| \$75K-\$99,999 | 15 | 6.5 % |
| \$100K-\$149,999 | 7 | 3.0 % |
| \$150K-\$199,999 | 3 | 1.3 % |
| \$200K+ | 1 | 0.4 % |
| Don't know | 110 | 47.8 % |
| Total | 230 | 100.0 % |

WITHOUT DON'T KNOW**Q18. What was your annual household income in 2023? (without "don't know")**

| Q18. Your annual household income in 2023 | Number | Percent |
|---|--------|---------|
| Less than \$15K | 32 | 26.7 % |
| \$15K-\$24,999 | 13 | 10.8 % |
| \$25K-\$34,999 | 18 | 15.0 % |
| \$35K-\$49,999 | 20 | 16.7 % |
| \$50K-\$74,999 | 11 | 9.2 % |
| \$75K-\$99,999 | 15 | 12.5 % |
| \$100K-\$149,999 | 7 | 5.8 % |
| \$150K-\$199,999 | 3 | 2.5 % |
| \$200K+ | 1 | 0.8 % |
| Total | 120 | 100.0 % |

Q19. Do you speak a language other than English at home?

| Q19. Do you speak a language other than English at home | Number | Percent |
|---|--------|---------|
| Yes | 64 | 27.8 % |
| No | 121 | 52.6 % |
| Not provided | 45 | 19.6 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q19. Do you speak a language other than English at home? (without "not provided")**

| Q19. Do you speak a language other than English at home | Number | Percent |
|---|--------|---------|
| Yes | 64 | 34.6 % |
| No | 121 | 65.4 % |
| Total | 185 | 100.0 % |

Q19-1. Which language?

| Q19-1. Which language | Number | Percent |
|-----------------------|--------|---------|
| Spanish | 23 | 67.6 % |
| Japanese | 2 | 5.9 % |
| Arabic | 2 | 5.9 % |
| Russian | 2 | 5.9 % |
| French | 2 | 5.9 % |
| Korean | 2 | 5.9 % |
| Cantonese | 1 | 2.9 % |
| Total | 34 | 100.0 % |

Q19a. How well do you speak English?

| Q19a. How well do you speak English | Number | Percent |
|-------------------------------------|--------|---------|
| Very well | 50 | 78.1 % |
| Well | 12 | 18.8 % |
| Less than well | 1 | 1.6 % |
| Prefer not to answer | 1 | 1.6 % |
| Total | 64 | 100.0 % |

WITHOUT PREFER NOT TO ANSWER**Q19a. How well do you speak English? (without "prefer not to answer")**

| Q19a. How well do you speak English | Number | Percent |
|-------------------------------------|--------|---------|
| Very well | 50 | 79.4 % |
| Well | 12 | 19.0 % |
| Less than well | 1 | 1.6 % |
| Total | 63 | 100.0 % |

Q20. In what year were you born?

| Q20. What year were you born | Number | Percent |
|------------------------------|--------|---------|
| Before 1955 | 12 | 5.2 % |
| 1956-1965 | 32 | 13.9 % |
| 1966-1975 | 41 | 17.8 % |
| 1976-1985 | 58 | 25.2 % |
| 1986-1995 | 35 | 15.2 % |
| 1996-2005 | 10 | 4.3 % |
| 2006 or after | 10 | 4.3 % |
| Not provided | 32 | 13.9 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q20. In what year were you born? (without "not provided")**

| Q20. What year were you born | Number | Percent |
|------------------------------|--------|---------|
| Before 1955 | 12 | 6.1 % |
| 1956-1965 | 32 | 16.2 % |
| 1966-1975 | 41 | 20.7 % |
| 1976-1985 | 58 | 29.3 % |
| 1986-1995 | 35 | 17.7 % |
| 1996-2005 | 10 | 5.1 % |
| 2006 or after | 10 | 5.1 % |
| Total | 198 | 100.0 % |

Q20. Your age:

| Q20. Your age | Number | Percent |
|-----------------|--------|---------|
| Younger than 18 | 10 | 4.3 % |
| 18-34 | 32 | 13.9 % |
| 35-44 | 46 | 20.0 % |
| 45-54 | 54 | 23.5 % |
| 55-64 | 33 | 14.3 % |
| 65+ | 23 | 10.0 % |
| Not provided | 32 | 13.9 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q20. Your age: (without "not provided")**

| Q20. Your age | Number | Percent |
|-----------------|--------|---------|
| Younger than 18 | 10 | 5.1 % |
| 18-34 | 32 | 16.2 % |
| 35-44 | 46 | 23.2 % |
| 45-54 | 54 | 27.3 % |
| 55-64 | 33 | 16.7 % |
| 65+ | 23 | 11.6 % |
| Total | 198 | 100.0 % |

Q21. Do you qualify for reduced bus fare based on age or disability?

| Q21. Do you qualify for reduced bus fare based on age or disability | Number | Percent |
|---|--------|---------|
| Yes | 60 | 26.1 % |
| No | 128 | 55.7 % |
| Not provided | 42 | 18.3 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q21. Do you qualify for reduced bus fare based on age or disability? (without "not provided")**

| Q21. Do you qualify for reduced bus fare based on age or disability | Number | Percent |
|---|--------|---------|
| Yes | 60 | 31.9 % |
| No | 128 | 68.1 % |
| Total | 188 | 100.0 % |

Q22. Are you familiar with EMBARK's Haul Pass program, in which youth under age 18 ride fare-free?

| | | |
|---|--------|---------|
| Q22. Are you familiar with EMBARK's Haul Pass program | Number | Percent |
| Yes | 61 | 26.5 % |
| No | 138 | 60.0 % |
| Not provided | 31 | 13.5 % |
| Total | 230 | 100.0 % |

WITHOUT NOT PROVIDED**Q22. Are you familiar with EMBARK's Haul Pass program, in which youth under age 18 ride fare-free? (without "not provided")**

| | | |
|---|--------|---------|
| Q22. Are you familiar with EMBARK's Haul Pass program | Number | Percent |
| Yes | 61 | 30.7 % |
| No | 138 | 69.3 % |
| Total | 199 | 100.0 % |

Q22a. Do you have a youth in your household that could benefit from this program or that has signed up for it?

| | | |
|---|--------|---------|
| Q22a. Do you have a youth in your household that could benefit from this program or that has signed up for it | Number | Percent |
| Yes | 30 | 49.2 % |
| No | 31 | 50.8 % |
| Total | 61 | 100.0 % |



Survey Instrument: Oklahoma City Routes

2024 EMBARK OKC Streetcar 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. Which statement best describes you? [Check all that apply.]

- ☐ (1) I live in the downtown area ☐ (3) I am attending a convention
☐ (2) I work in the downtown area ☐ (4) I am visiting the downtown area [Answer Q1a.]

1a. Visiting from:

- ☐ (1) Another country ☐ (3) Another city
☐ (2) Another state ☐ (4) OKC, but outside of Downtown OKC (Home zip code: _____)

2. What primary purpose of your most frequently? [Choose only one.]

- ☐ (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: _____

3. How did you get to the nearest OKC Streetcar platform?

- ☐ (1) Walk 3.1. How many minutes did you walk? _____ minutes
☐ (2) Bicycle 3.2. How many minutes did you bike? _____ minutes
☐ (3) Public Bus 3.3. Bus Route # _____
☐ (4) Rapid NW BRT
☐ (5) Mobility Device
☐ (6) Dropped off 3.6. ☐ (1) Car ☐ (2) Uber ☐ (3) Taxi ☐ (4) Lyft
☐ (7) Drove alone
☐ (8) Electric Scooter
☐ (9) Bird

4. If you drove, or rode with others in a vehicle today, where did you park? [Choose one and circle if it was a garage or parking lot.]

- ☐ (1) Free Public Parking (Garage / Lot) Which lot? _____
☐ (2) Paid Public Parking (Garage / Lot) Which lot? _____
☐ (3) Did not park a vehicle
☐ (4) Free On Street Parking
☐ (5) Paid on Street Parking

4a. If paid, did you use the Flowbird Parking App? ☐ (1) Yes ☐ (2) No

5. How did you pay your Streetcar fare today? [Choose only one.]

- ☐ (1) At the Ticket Kiosk 5.1. How did you pay at the Kiosk? ☐ (1) Cash ☐ (2) Credit Card
☐ (2) Paper pass
☐ (3) Token Transit/mobile fare app

6. How do you typically travel around the downtown area? [Select the TWO modes most often used when visiting the downtown area.]

- ☐ (1) Walking ☐ (4) RAPID NW BRT ☐ (7) Drive alone
☐ (2) Bicycle ☐ (5) OKC Streetcar ☐ (8) Drive with others
☐ (3) EMBARK Bus (Route# _____) ☐ (6) Rideshare (Uber, taxi, Lyft) ☐ (9) Other: _____

7. How often do you use the OKC Streetcar?

- ☐ (1) 5+ times per week ☐ (3) 1-2 times per week ☐ (5) Less than once per month
☐ (2) 3-4 times per week ☐ (4) 1-3 days per month

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

9. Do you currently have access to a mobile smartphone? ☐ (1) Yes ☐ (2) No

9a. If "Yes," does it have a data plan? ☐ (1) Yes ☐ (2) No

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

- ☐ (01) EMBARK Connect ☐ (04) Token Transit ☐ (07) Transit app
☐ (02) go.embark.com ☐ (05) Google Maps ☐ (08) Spokies Bikeshare app
☐ (03) 405-235-RIDE ☐ (06) Moovit ☐ (09) Other: _____

Continued on back side. ►

11. How would you rate your satisfaction with OKC Streetcar'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. Courtesy of fare inspectors | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Courtesy and helpfulness of drivers | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Safety while riding on the streetcar | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. Safety while waiting at a streetcar platform | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Cleanliness of streetcar | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Cleanliness of streetcar platform | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. Information at the platform | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Ease of finding parking | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Ease of paying your fare | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Ease of getting real-time information | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Effectiveness of customer communication | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Streetcar arriving on time | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Accuracy on arrival times at platforms | 5 | 4 | 3 | 2 | 1 | 9 |
| 14. Frequency of service | 5 | 4 | 3 | 2 | 1 | 9 |
| 15. Reliability of service | 5 | 4 | 3 | 2 | 1 | 9 |
| 16. Hours of service | 5 | 4 | 3 | 2 | 1 | 9 |

11a. From the ratings you gave above in Question 11, which THREE questions are most important to you? [Example: If you think (16) "Hours of service" is the most important write "16" next to 1st.]

1st: _____ 2nd: _____ 3rd: _____

11. Overall, how satisfied are you with OKC Streetcar?

____(5) Very satisfied ____ (4) Satisfied ____ (3) Neutral ____ (2) Dissatisfied ____ (1) Very dissatisfied

12. Do you have a valid driver's license? ____ (1) Yes ____ (2) No

13. Do you have a working vehicle that you could have used instead today? ____ (1) Yes ____ (2) No

13a. If "Yes", how many working vehicles are available at your household?

____ (1) Zero ____ (2) 1 Car ____ (3) 2 cars ____ (4) 3+ cars

14. What is your gender? ____ (1) Male ____ (2) Female ____ (3) Another gender: _____ ____ (4) Prefer not to answer

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

____ (01) Asian or Asian Indian ____ (05) Native Hawaiian or other Pacific Islander
____ (02) Black or African American ____ (06) Hispanic, Spanish, or Latino/a/x
____ (03) American Indian or Alaska Native ____ (99) Other: _____
____ (04) White or Caucasian

16. Are you: [Check all that apply.]

____ (01) Employed full time ____ (05) Unemployed ____ (09) Retired
____ (02) House spouse ____ (06) Veteran ____ (10) Not employed, due to a disability
____ (03) Student (K-12) ____ (07) Tech/College ____ (11) Other: _____
____ (04) Employed part-time ____ (08) Not employed, seeking work

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

____ (1) One ____ (2) Two ____ (3) Three ____ (4) Four ____ (5) Five ____ (6) Six or more

18. What was your annual household income in 2023?

____ (01) Less than \$15,000 ____ (04) \$35k-\$49,999 ____ (07) \$100k-\$149,999 ____ (99) Don't know
____ (02) \$15k-\$24,999 ____ (05) \$50k-\$74,999 ____ (08) \$150k-\$199,999
____ (03) \$25k-\$34,999 ____ (06) \$75k-\$99,999 ____ (09) More than \$200,000

19. Do you speak a language other than English at home? ____ (1) Yes (Which language? _____) ____ (2) No

19a. 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

20. What year were you born? _____

21. Do you qualify for reduced bus fare based on age or disability? ____ (1) Yes ____ (2) No

22. Are you familiar with EMBARK's Haul Pass program, in which youth under age 18 ride fare-free?

____ (1) Yes [Answer Q22.] ____ (2) No

22a. 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): _____