



City Manager Report

The City of OKLAHOMA CITY

NO: 2159

DATE: DECEMBER 31, 2024

TO: THE MAYOR AND MEMBERS OF THE CITY COUNCIL

**SUBJECT: PUBLIC TRANSPORTATION & PARKING DEPARTMENT'S
2024 TRANSIT CUSTOMER SATISFACTION SURVEY RESULTS**

The Public Transportation and Parking department (dba. EMBARK) partnered with ETC Institute to conduct a comprehensive survey of over 1,800 riders, resulting in the 2024 Customer Satisfaction Survey reports for OKC Fixed Route, OKC Streetcar, and RAPID NW services.

The survey provides valuable insights to help the department better understand rider demographics, assess satisfaction levels, track changes in expectations over time, and identify opportunities to optimize resource investments and enhance service quality.

Notably, EMBARK's transit services outperform the national average in overall customer satisfaction, setting a benchmark for excellence in public transit:

- RAPID NW: 92% overall satisfaction, 34% above the national average.
- OKC Fixed Route: 77% overall satisfaction, 19% above the national average.
- OKC Streetcar: 94% overall satisfaction, 36% above the national average.

The attached summary reports offer detailed insights into rider experiences across each transit mode, reflecting EMBARK's commitment to elevating public transit in Oklahoma City. By delivering world-class, accessible transit services, EMBARK continues to positively impact our community and improve quality of life for its residents.

A handwritten signature in black ink, appearing to read "C. Freeman".

Craig Freeman
City Manager