2024

EMBARK Transit Rider Survey

OKC Streetcar

Findings Report

Submitted to

Oklahoma City, OK
EMBARK

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ETC INSTITUTE

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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 +/-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.

EMBARK Transit Rider Profile

Oklahoma City Streetcar

60% are male

40% are female

36% use EMBARK Transit Tools

65% have a valid driver's license.

20% consider themselves Black/African American

52% consider themselves White/Caucasian

15% consider themselves Hispanic/Latino/Spanish

6% consider themselves Native American

33% use for Entertainment or Social Recreation

49% are employed full time

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

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:

- o   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

2

Overall Results:
Oklahoma City Streetcar

Q1. Which statement best describes you?

by percentage of riders (excluding "not provided" responses)
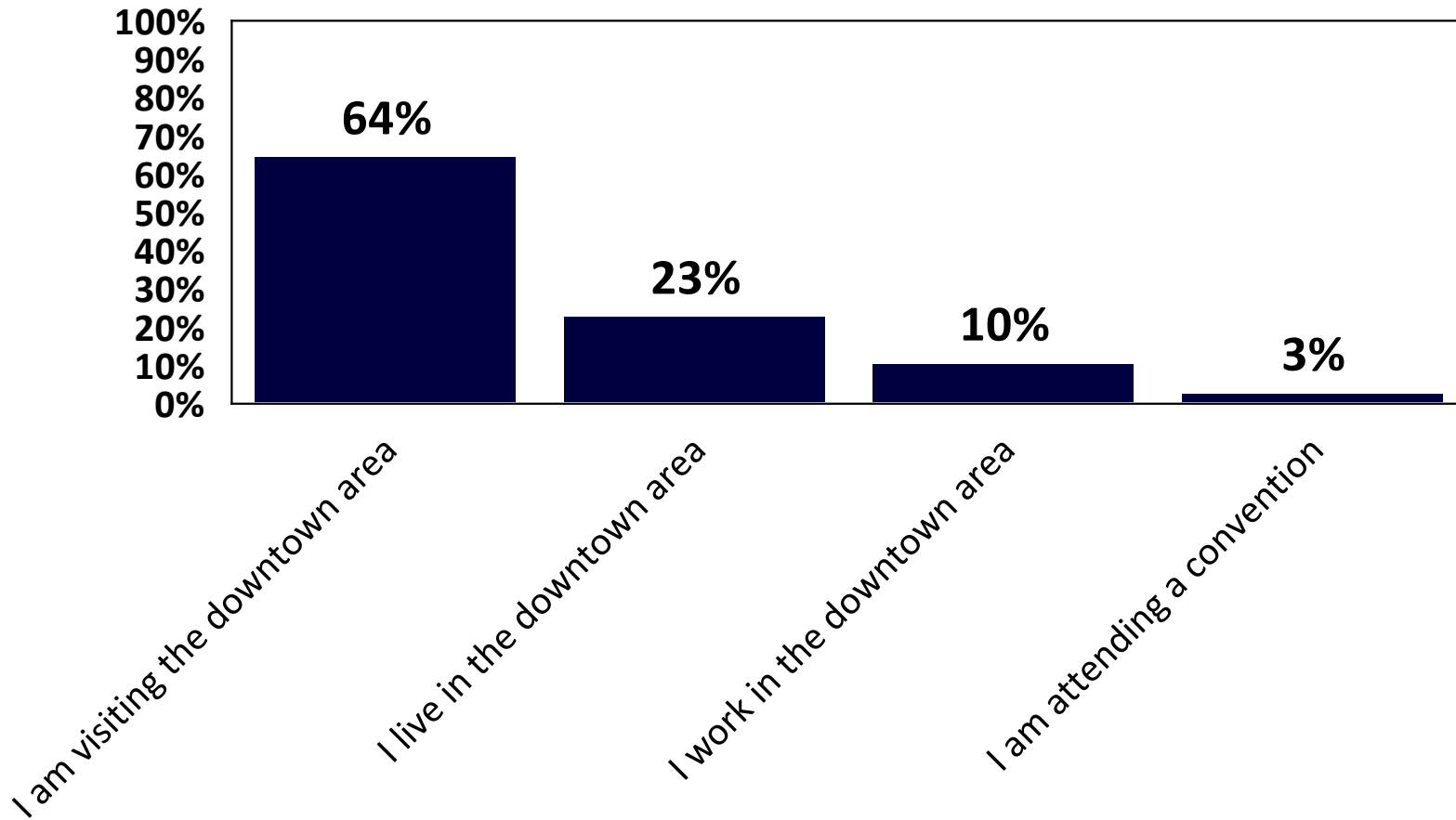
Trends 2024 v. 2020 & 2021

Q1. Which statement best describes you?

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

■ **2024**   ■ **2021**   ■ **2020**

I am visiting the downtown area
- 64% (2024)
- 68% (2021)
- 64% (2020)

I live in the downtown area
- 23% (2024)
- 19% (2021)
- 29% (2020)

I work in the downtown area
- 10% (2024)
- 12% (2021)
- 9% (2020)

I am attending a convention
- 3% (2024)
- 6% (2021)
- 1% (2020)

0%   20%   40%   60%   80%
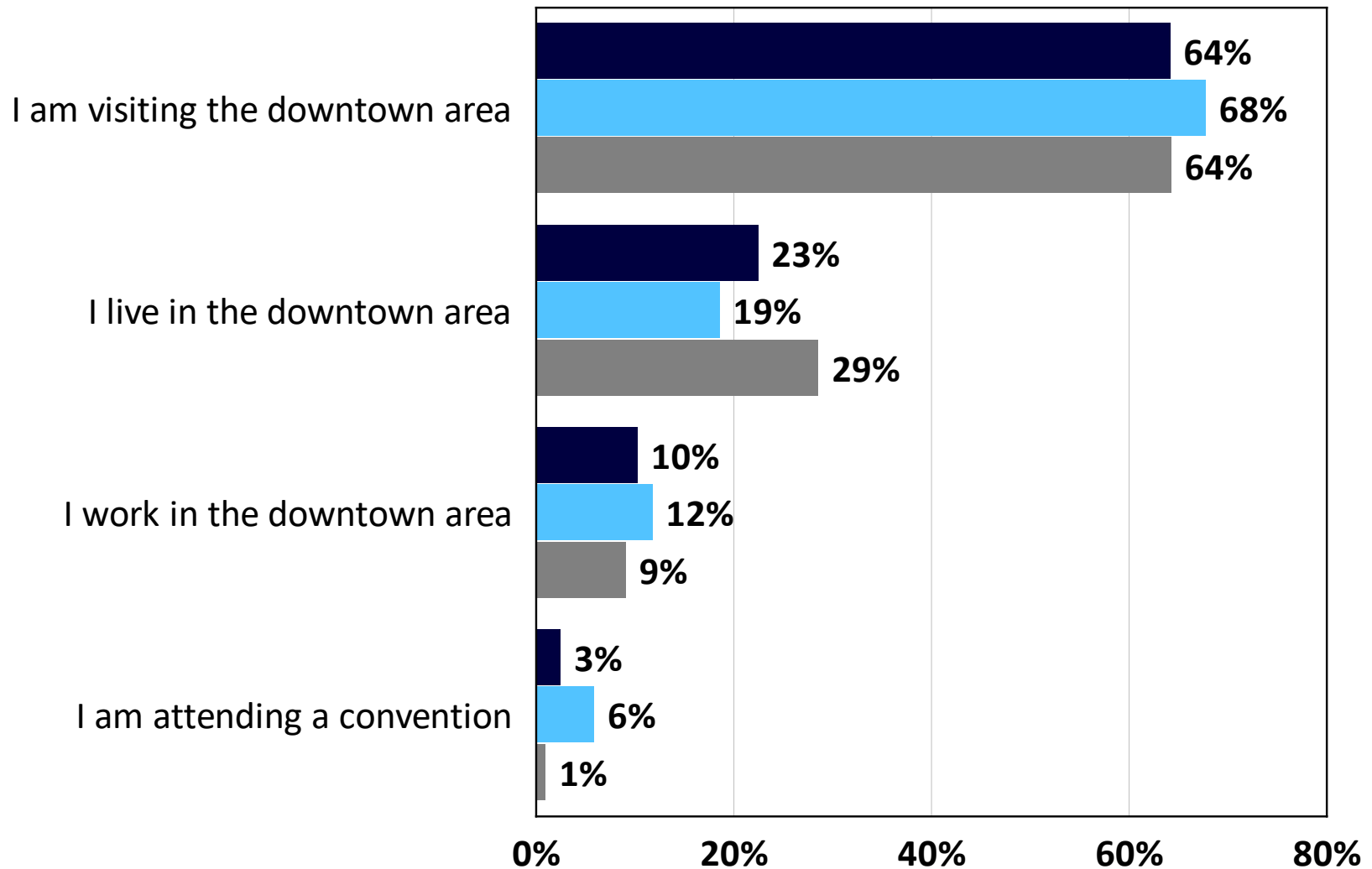
Q1a. If so, visiting from:

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)

33%	Entertainment/Social Recreation
27%	Shopping/Errands
15%	Other
11%	Work
5%	Groceries/Getting Necessities/Dining Out
5%	Medical
4%	Meeting
1%	Social Service
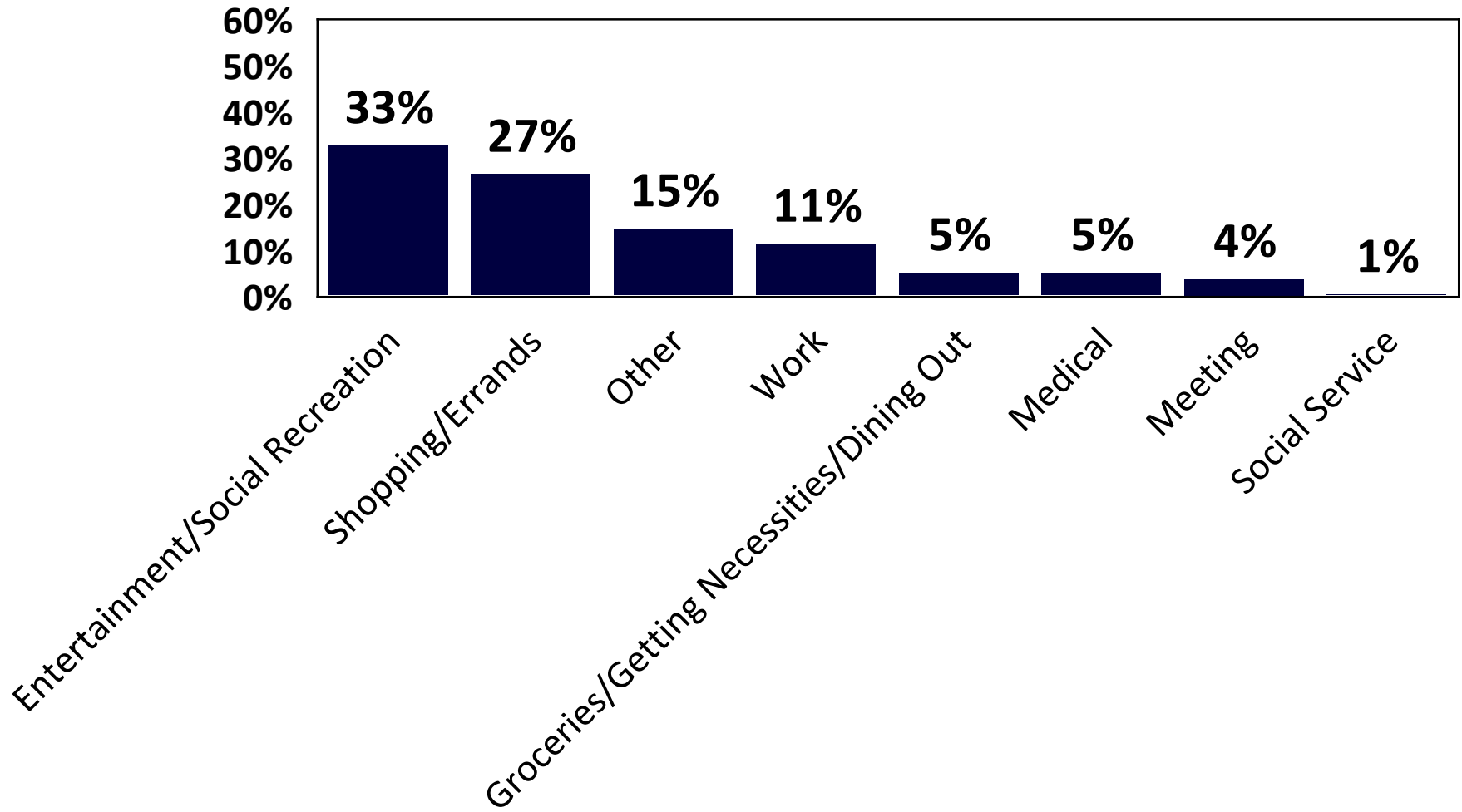
Trends 2024 v. 2020 & 2021

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

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

■ 2024 ■ 2021 ■ 2020

Entertainment/Social Recreation
- 2024: 33%
- 2021: 10%
- 2020: 41%

Shopping/Errands
- 2024: 27%
- 2021: 4%
- 2020: 10%

Work
- 2024: 11%
- 2021: 9%
- 2020: 8%

Groceries/Getting Necessities/Dining Out
- 2024: 5%
- 2021: 45%
- 2020: 4%

Medical
- 2024: 5%
- 2021: 2%
- 2020: 1%

Meeting
- 2024: 4%
- 2021: 3%
- 2020: 17%

Social Service
- 2024: 1%
- 2021: 2%
- 2020: 1%

0% 20% 40% 60% 80%
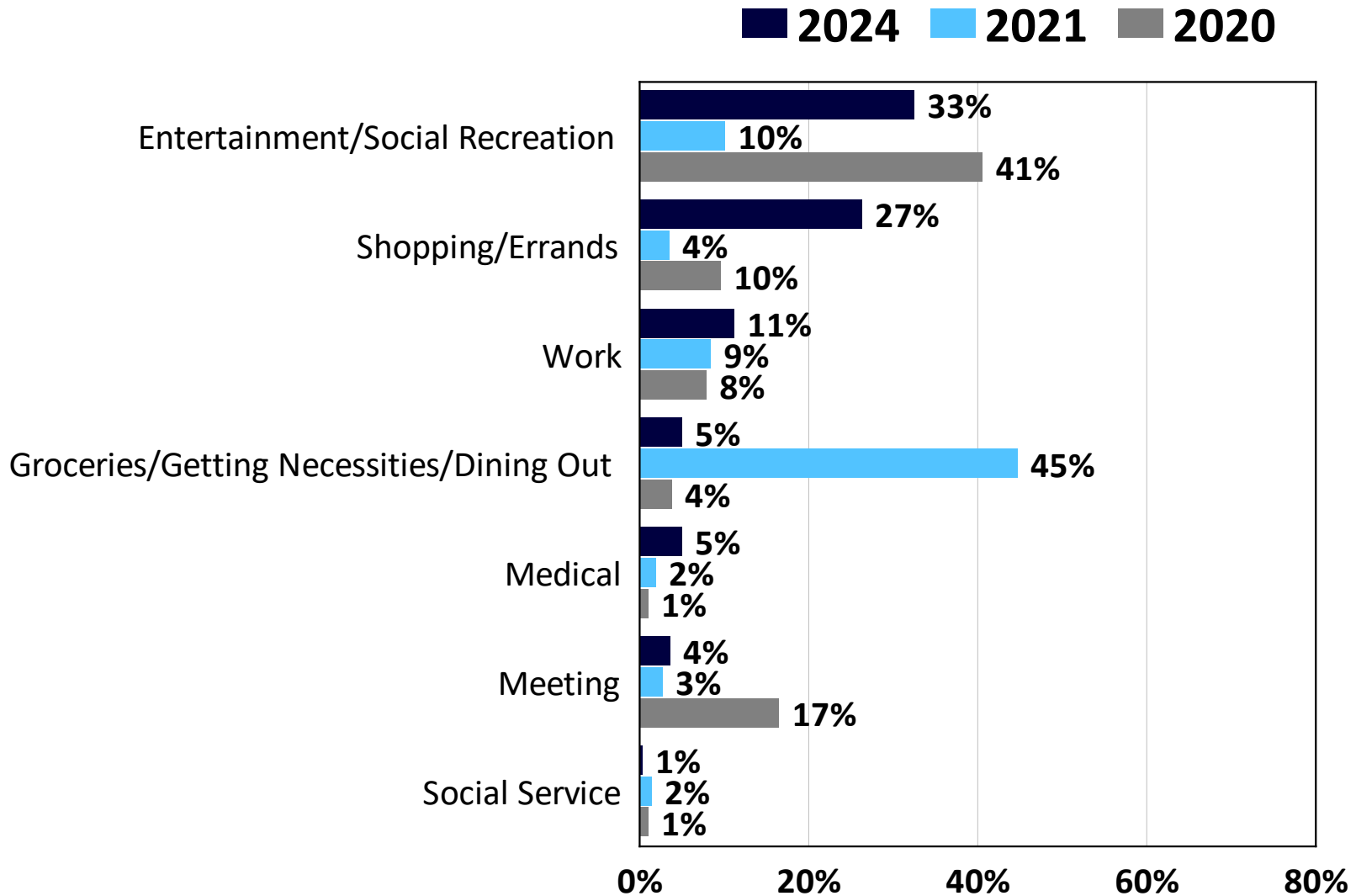
Q3. How did you get to the nearest OKC Streetcar platform?

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

Mode	Percentage
Walk	73%
Public Bus	10%
Bird	4%
Dropped off	4%
Drove alone	4%
Bicycle	2%
Mobility Device	1%
Electric Scotter	1%
Rapid NW BRT	1%
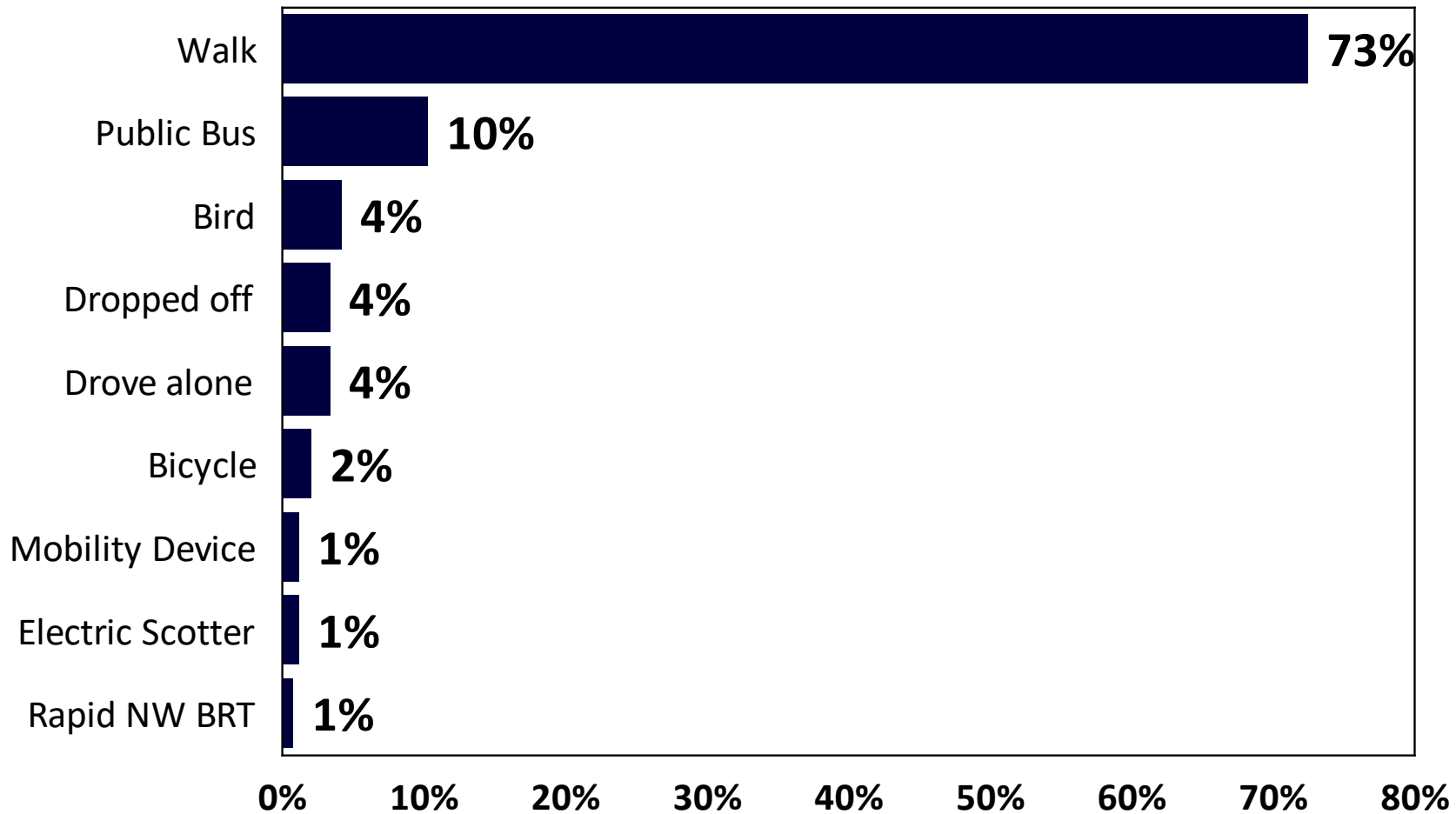
Q3a. How many minutes did you walk?

by percentage of riders

0-5
81%

6-10
13%

10+
6%
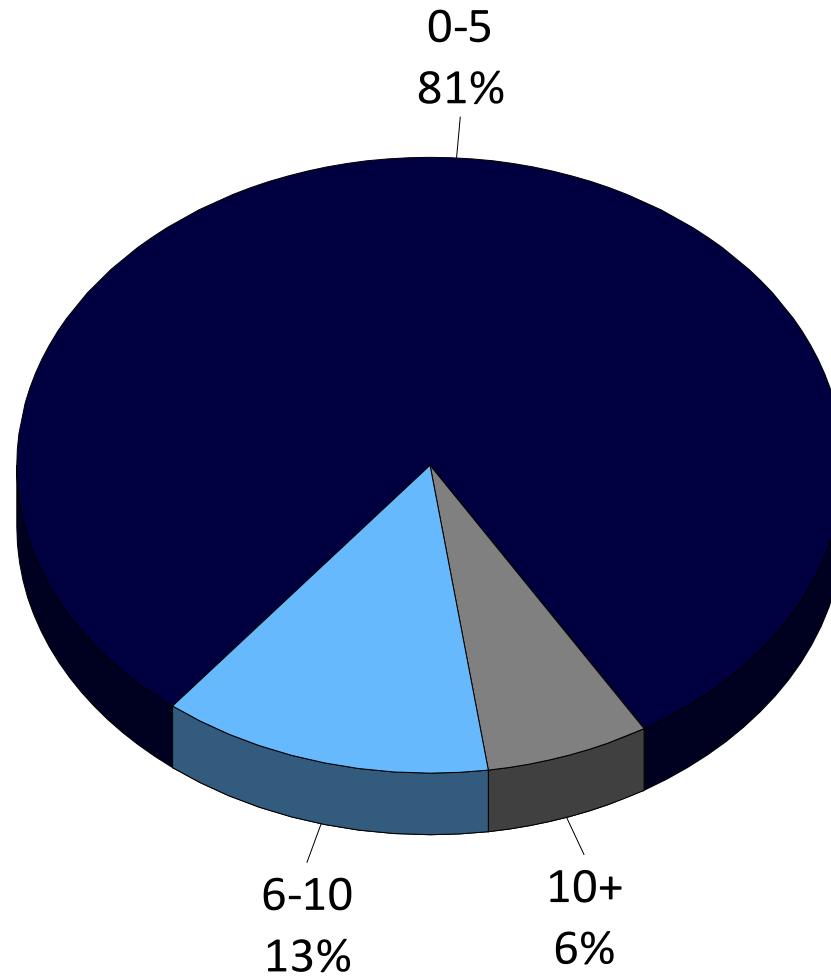
Q4. If you drove, or rode with others in a vehicle today, where did you park?

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

Category	Percentage
Did Not Park a Vehicle	36%
Free Public Parking (Garage/Lot)	25%
Free On Street Parking	22%
Paid Public Parking (Garage/Lot)	14%
Paid On Street Parking	4%
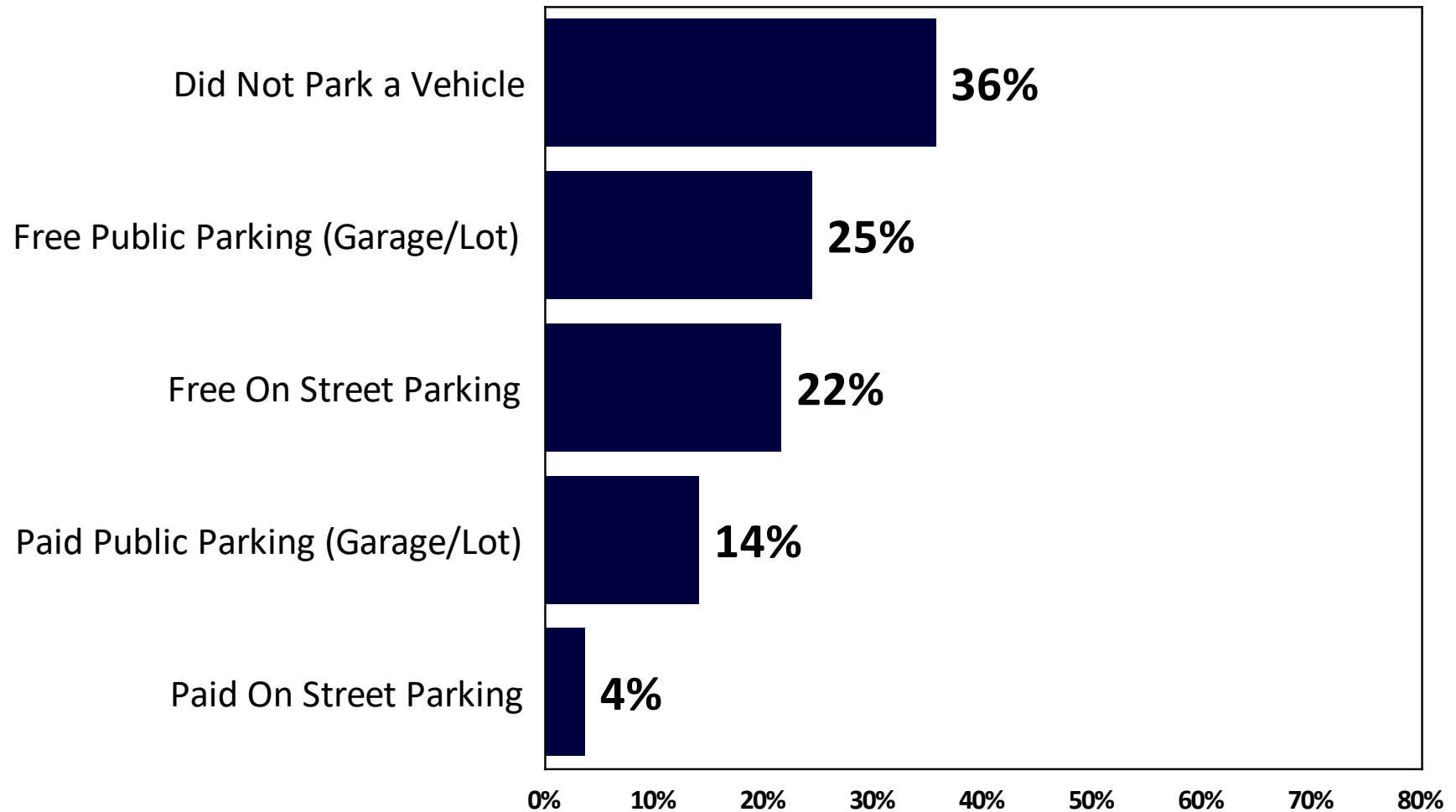
Q5. How did you pay your Streetcar fare today?

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

At Ticket Kiosk
48%

Paper Pass
28%

23%
Token Transit/ Mobile
Fare App
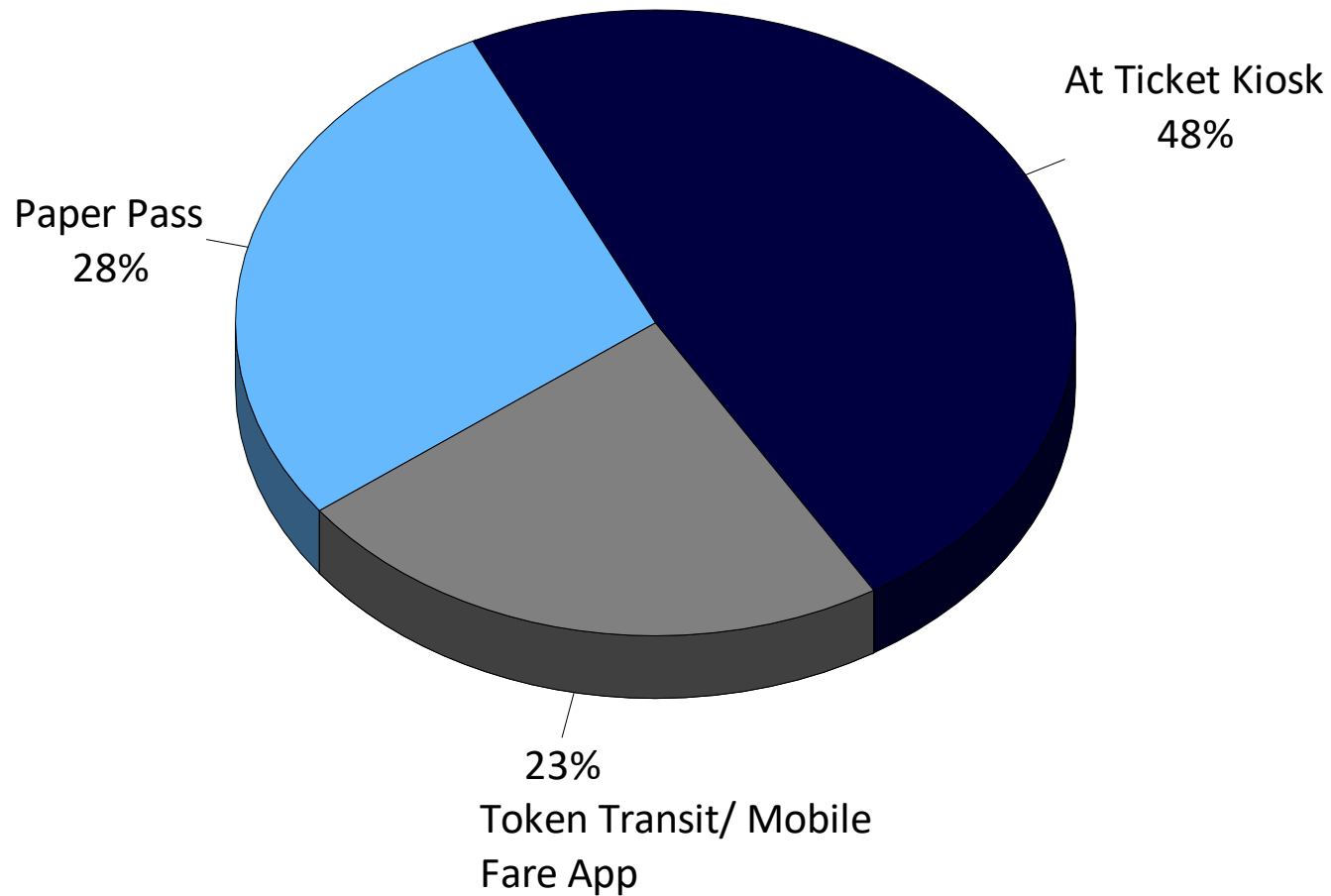
Q5a. At the ticket kiosk:

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

Cash
55%

Credit Card
45%

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

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

Mode	Percentage
Walking	56%
OKC Streetcar	46%
EMBARK Bus	15%
Drive alone	10%
Drive with others	8%
RAPID NW BRT	5%
Bicycle	4%
Rideshare (Uber, taxi, Lyft)	3%
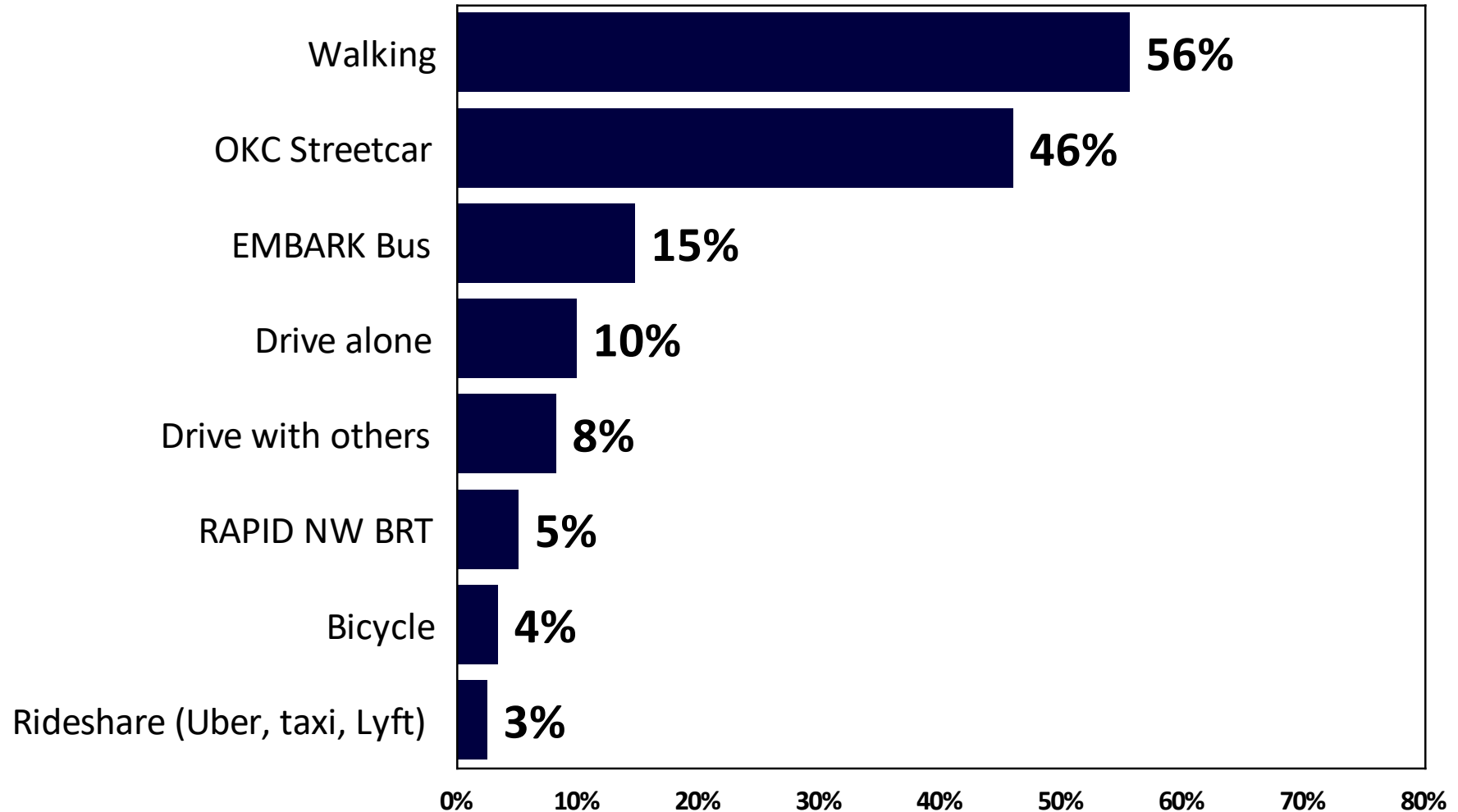
Trends 2024 v. 2020 & 2021

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

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

■ 2024　■ 2021　■ 2020

Mode	2024	2021	2020
Walking	56%	45%	48%
OKC Streetcar	46%	28%	26%
EMBARK Bus	15%	NA	
Drive alone	10%	14%	12%
Drive with others	8%	19%	17%
RAPID NW BRT	5%	NA	
Bicycle	4%	2%	4%
Rideshare (Uber, taxi, Lyft)	3%	13%	3%

0%　20%　40%　60%　80%

Q7. How often do you use the OKC Streetcar?

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

Category	Percentage
5+ times per week	21%
3-4 times per week	14%
1-2 times per week	18%
1-3 days per month	14%
Less than once per month	33%

Q7. How often do you use the OKC Streetcar?

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

■ 2024 ■ 2021 ■ 2020

5+ times per week
- 2024: 21%
- 2021: 4%
- 2020: 5%

3-4 times per week
- 2024: 14%
- 2021: 8%
- 2020: 8%

1-2 times per week
- 2024: 18%
- 2021: 4%
- 2020: 12%

1-3 days per month
- 2024: 14%
- NA

Less than once per month
- 2024: 33%
- 2021: 62%
- 2020: 50%

0% 20% 40% 60% 80%
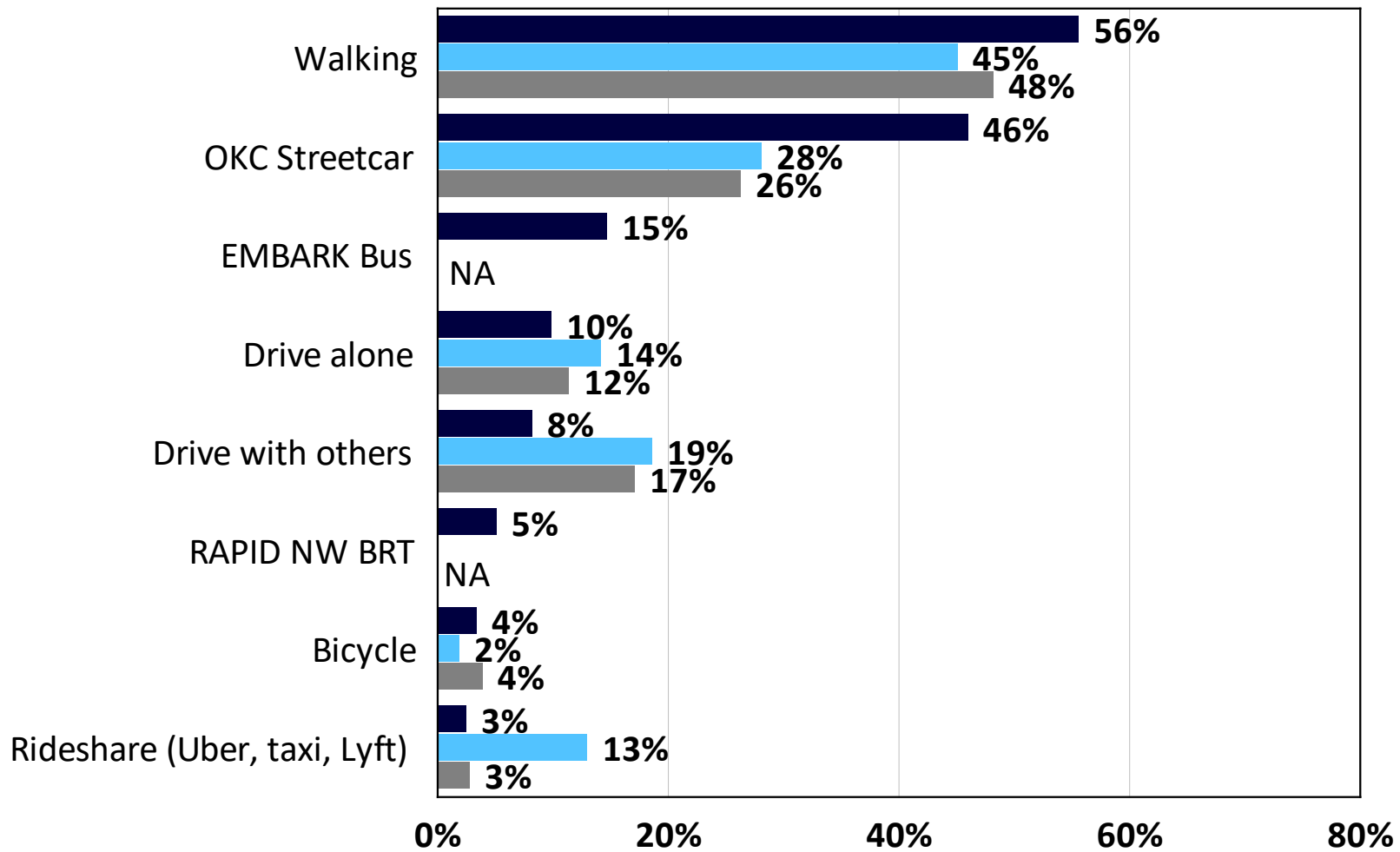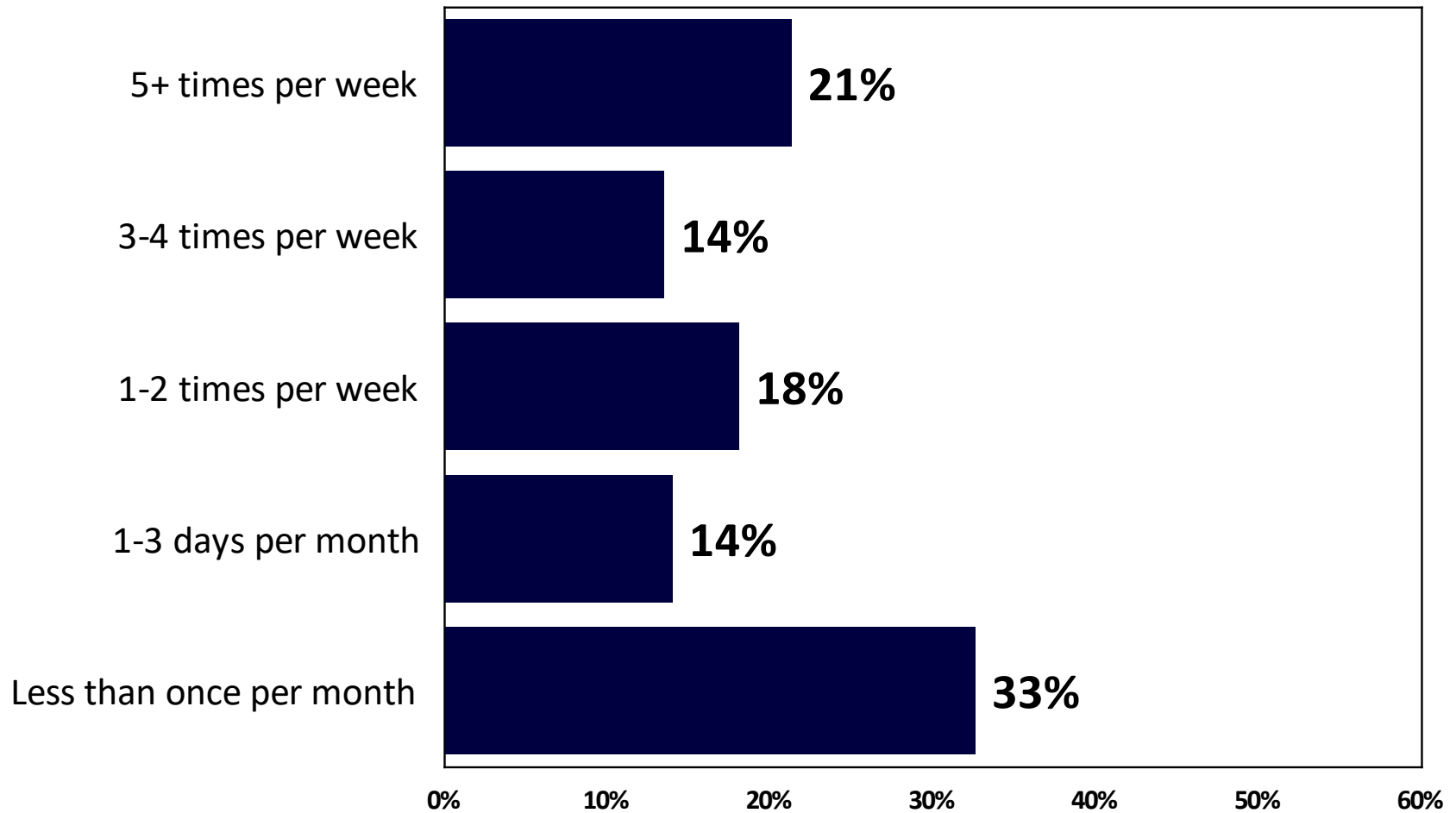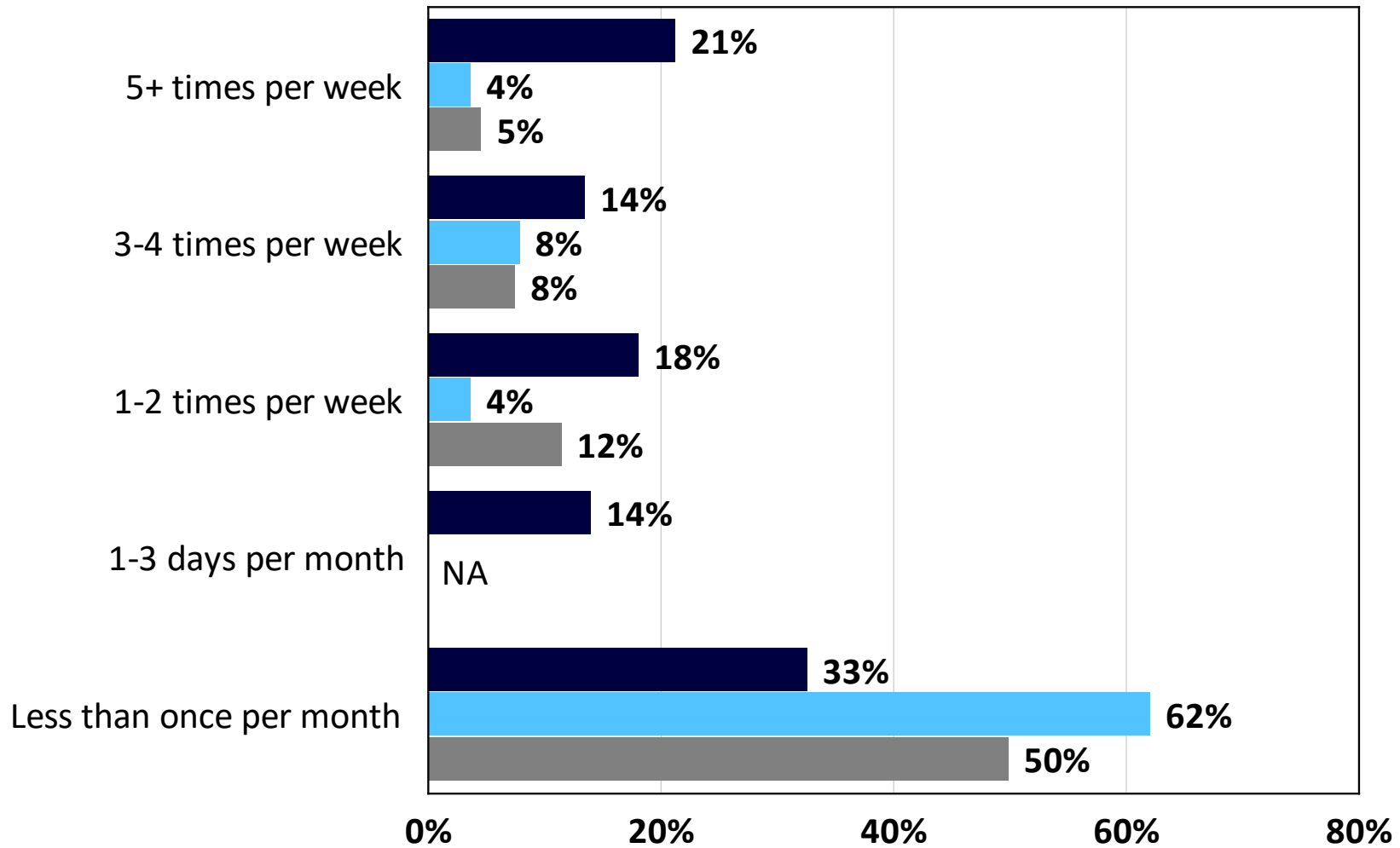
Q9. Do you currently have access to a mobile smartphone?

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

Yes
89%

No
11%

Q9a. If yes, does it have internet access?

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

Yes
95%

No
5%
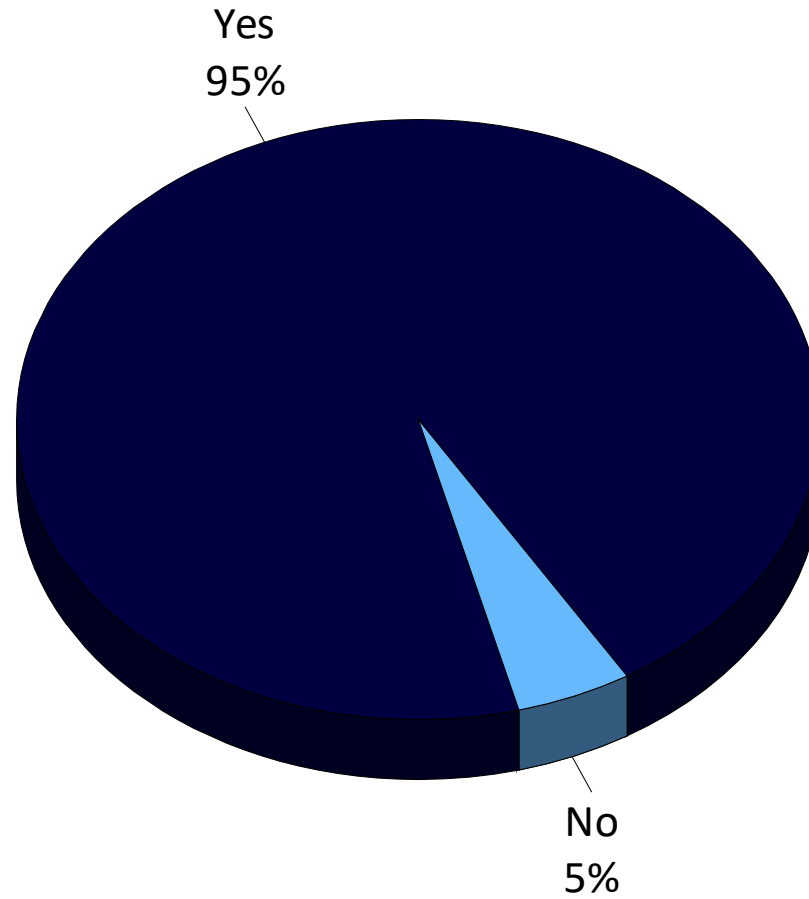
Q10. Have you used any of these rider tools?

By percentage of riders (multiple choices could be selected)

Tool	Percentage
Google Maps	36%
Token Transit	26%
EMBARK Connect	22%
Transit App	17%
405-235-RIDE	16%
go.embarkok.com	14%
Moovit	4%
Spokies Bikeshare App	0%
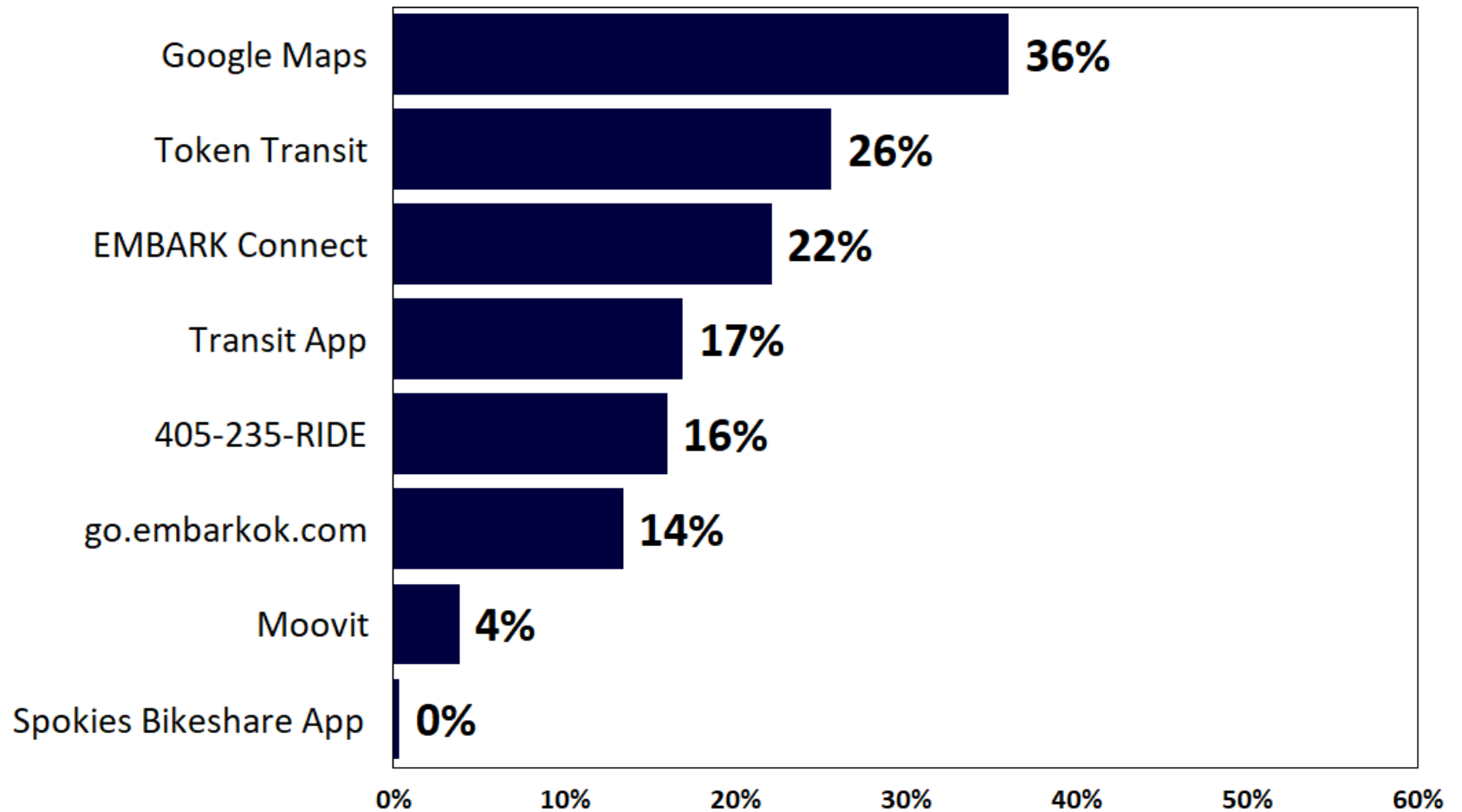
Q11. Level of Satisfaction with Various Bus Services

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

Legend: Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied

Category	Very Satisfied	Satisfied	Neutral
Safety while riding on streetcar	77%	19%	4% 1%
Courtesy & helpfulness of drivers	75%	20%	5%
Cleanliness of streetcar	75%	19%	5% 1%
Cleanliness of streetcar platform	71%	23%	5% 1%
Safety while waiting at a streetcar platform	69%	24%	6% 1%
Courtesy of fare inspectors	77%	15%	7% 1%
Reliability of service	71%	21%	6% 1% 2%
Hours of service	70%	22%	5% 1% 2%
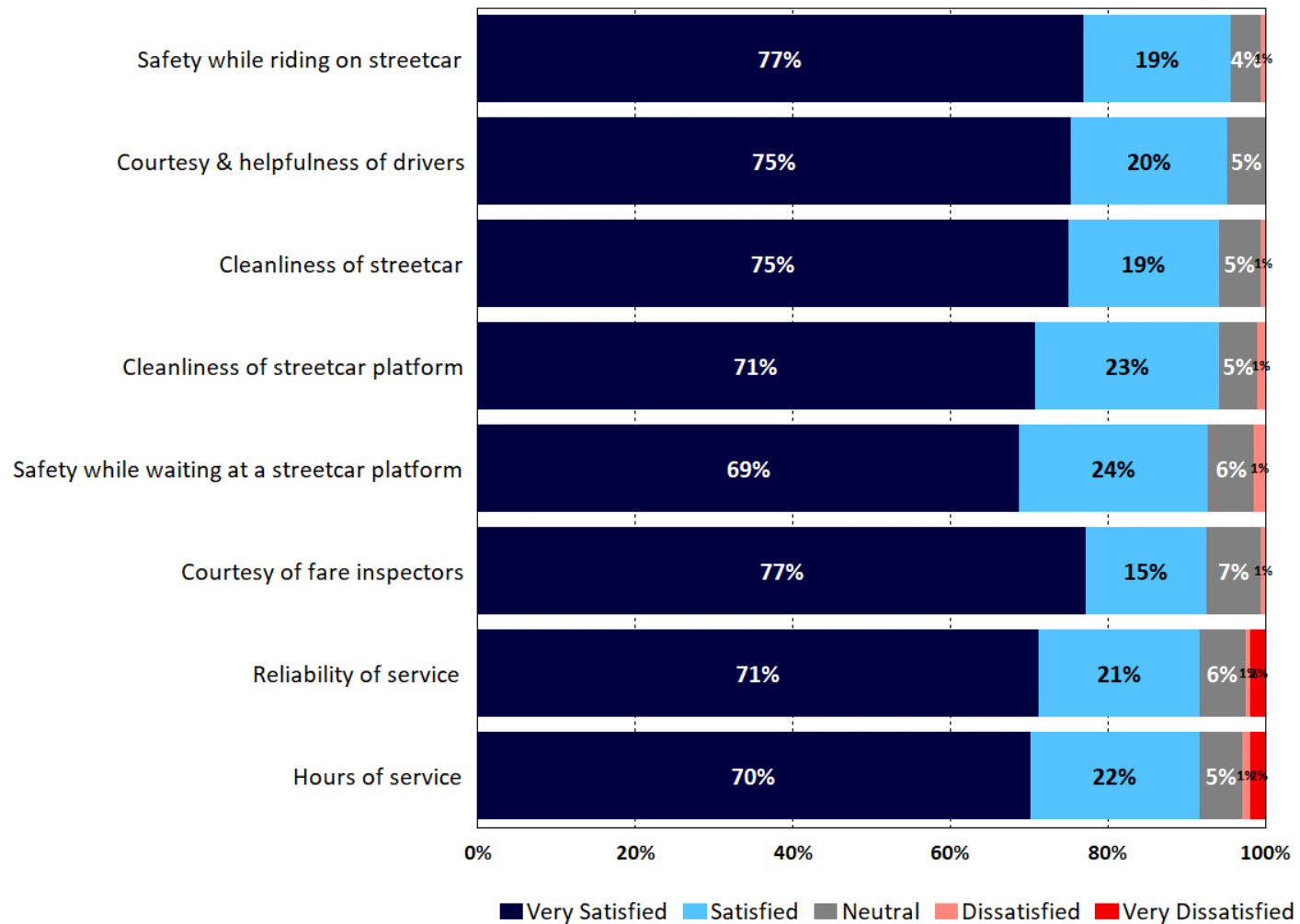
Q11. Level of Satisfaction with Various Bus Services (Cont.)

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

Service	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Frequency of service	69%	21%	7%	1%	1%
Effectiveness of customer communication	63%	27%	6%	3%	1%
Streetcar arriving on time	65%	25%	6%	3%	2%
Information at the platform	65%	22%	6%	4%	2%
Ease of paying your fare	70%	17%	6%	5%	2%
Ease of finding parking	64%	22%	10%	3%	1%
Ease of getting real-time information	65%	21%	7%	5%	2%
Accuracy on arrival times at platforms	62%	24%	8%	3%	4%

Legend: Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied
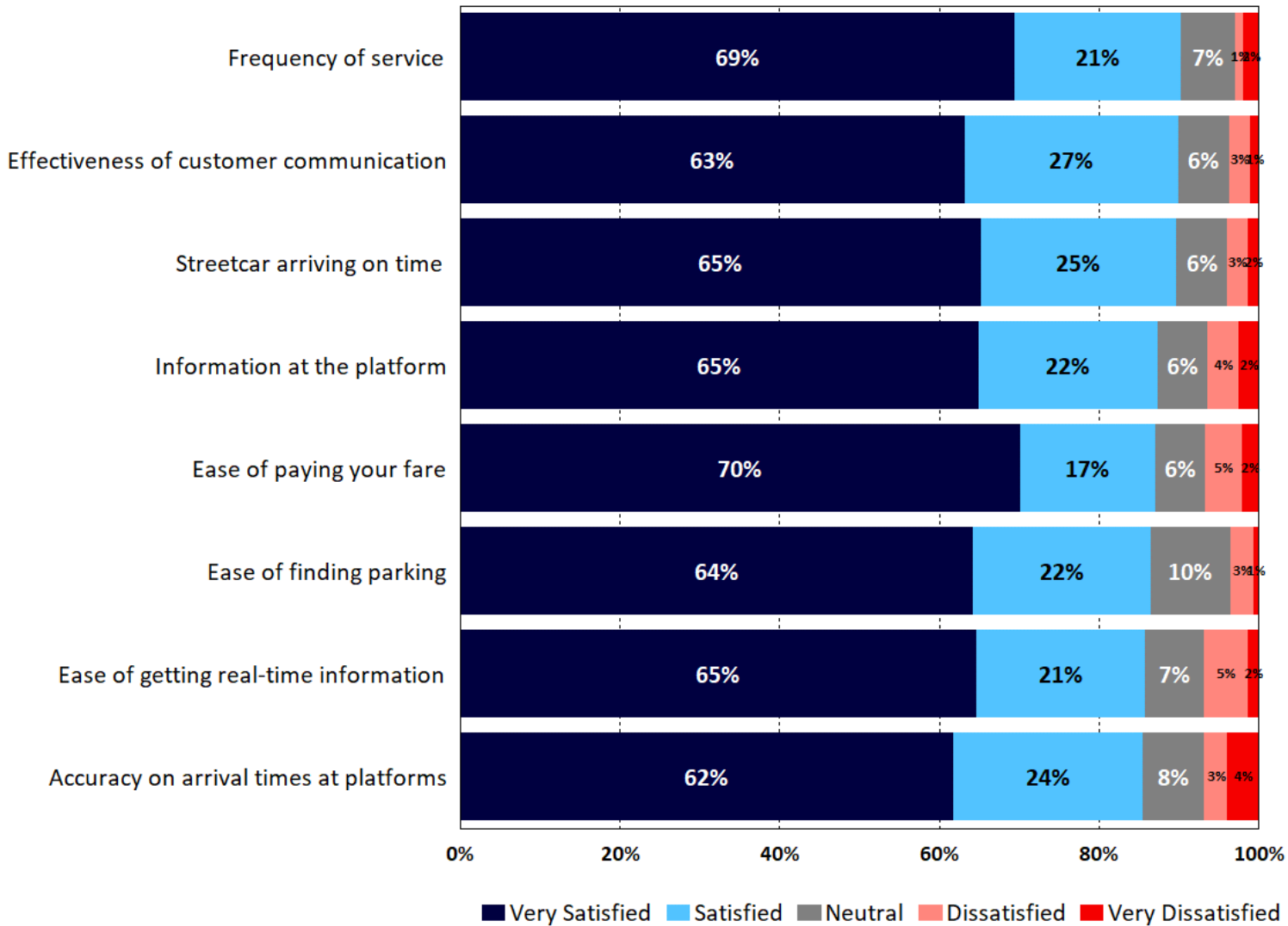
Trends 2024 v. 2020 & 2021

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)

Legend: ■ 2024 ■ 2021 ■ 2020

Safety while riding on streetcar
- 2024: 96%
- 2021: 97%
- 2020: 95%

Courtesy & helpfulness of drivers
- 2024: 95%
- 2021: 97%
- 2020: 97%

Cleanliness of streetcar
- 2024: 94%
- 2021: 98%
- 2020: 95%

Cleanliness of streetcar platform
- 2024: 94%
- 2021: 98%
- 2020: 95%

Safety while waiting at a streetcar platform
- 2024: 93%
- NA

Courtesy of fare inspectors
- 2024: 93%
- 2021: 94%
- 2020: 88%

Information at the platform
- 2024: 87%
- 2021: 96%
- 2020: 93%

Ease of finding parking
- 2024: 87%
- 2021: 88%
- 2020: 85%

Q11a. Service Items That Are Most Important to Riders

by sum percentage of respondents top three choices

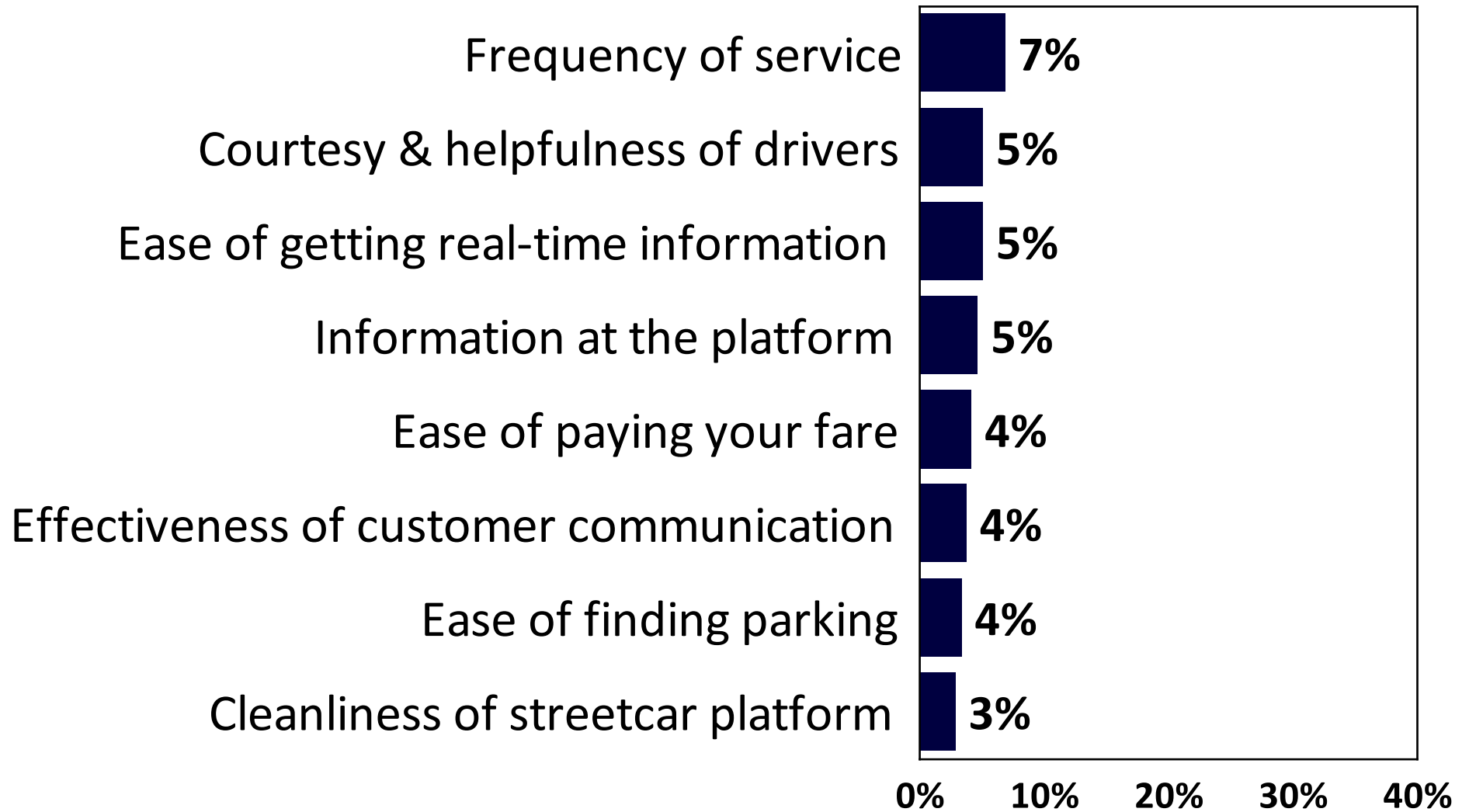| Service Item	Percentage
Safety while riding on streetcar	16%
Reliability of service	15%
Cleanliness of streetcar	15%
Accuracy on arrival times at platforms	14%
Hours of service	11%
Courtesy of fare inspectors	10%
Streetcar arriving on time	9%
Safety while waiting at a streetcar platform	7%

0% 10% 20% 30% 40%
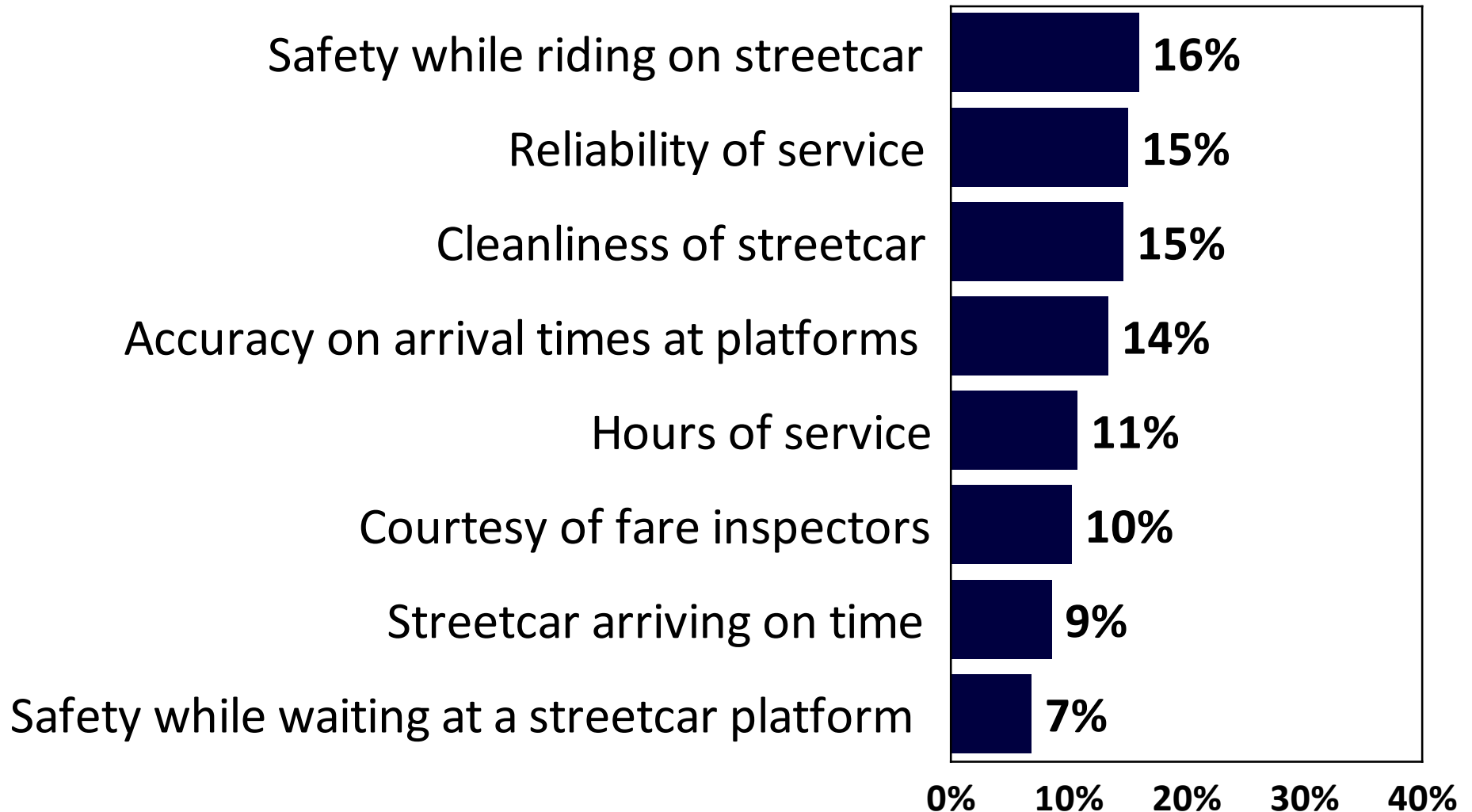
Q11a. Service Items That Are Most Important to Riders (Cont.)

by sum percentage of respondents top three choices

Service Item	Percentage
Frequency of service	7%
Courtesy & helpfulness of drivers	5%
Ease of getting real-time information	5%
Information at the platform	5%
Ease of paying your fare	4%
Effectiveness of customer communication	4%
Ease of finding parking	4%
Cleanliness of streetcar platform	3%

0%   10%   20%   30%   40%

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

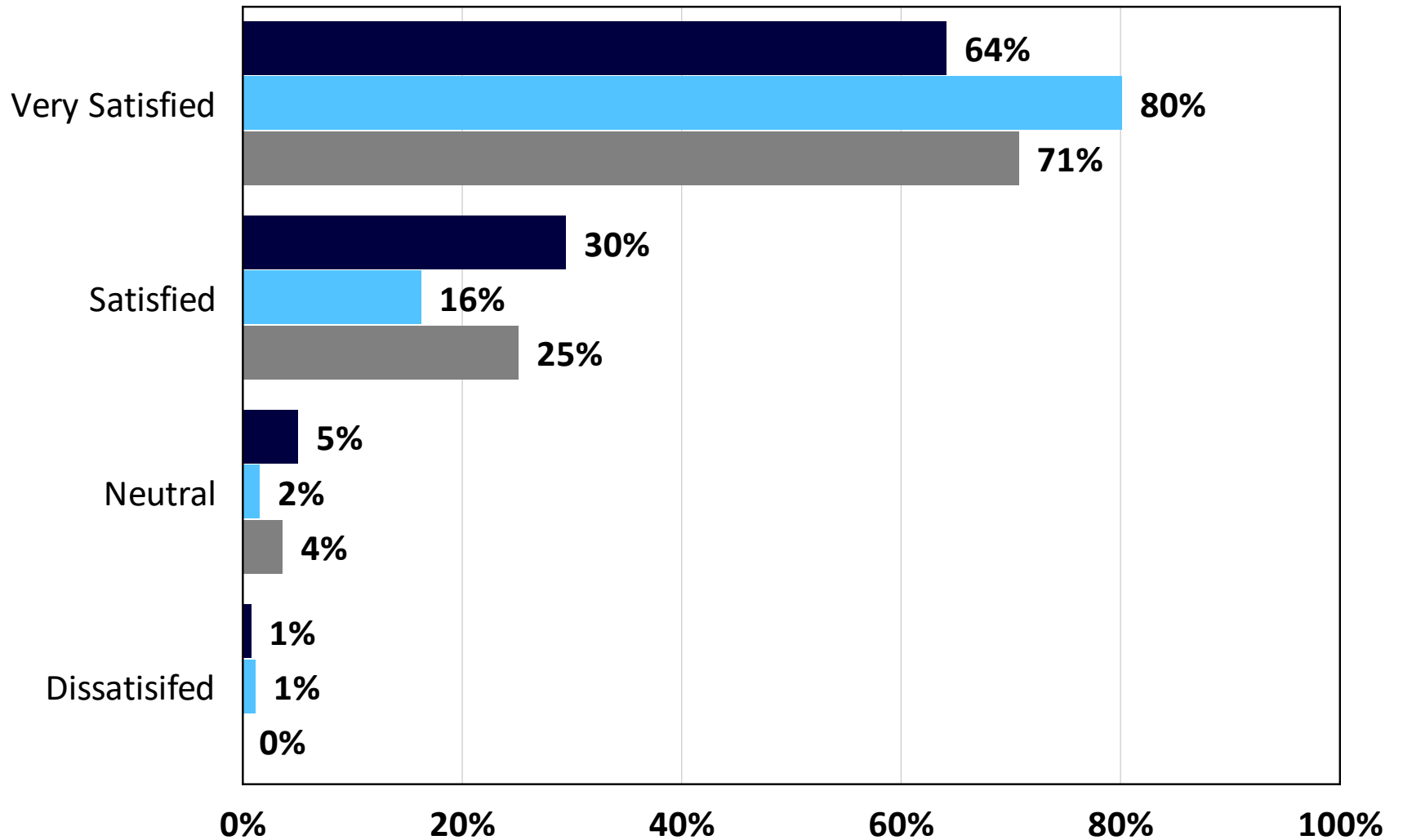by percentage of riders (excluding "not provided" responses)

64% 30% 5% 1%

Very Satisfied Satisfied Neutral Dissatisfied
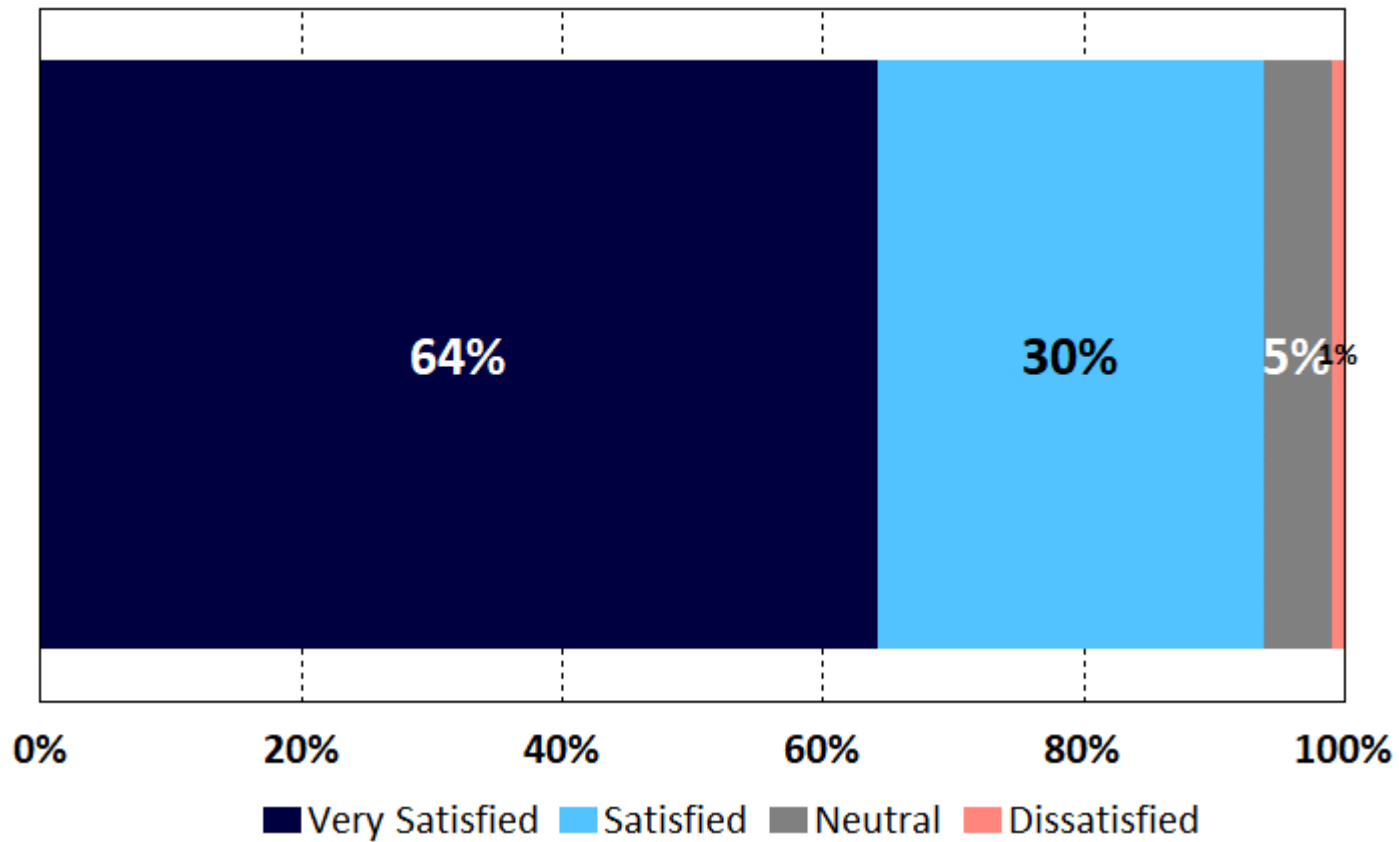
Trends 2024 v. 2020 & 2021

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

by percentage of riders

■ **2024** ■ **2021** ■ **2020**

Very Satisfied
- 2024: 64%
- 2021: 80%
- 2020: 71%

Satisfied
- 2024: 30%
- 2021: 16%
- 2020: 25%

Neutral
- 2024: 5%
- 2021: 2%
- 2020: 4%

Dissatisifed
- 2024: 1%
- 2021: 1%
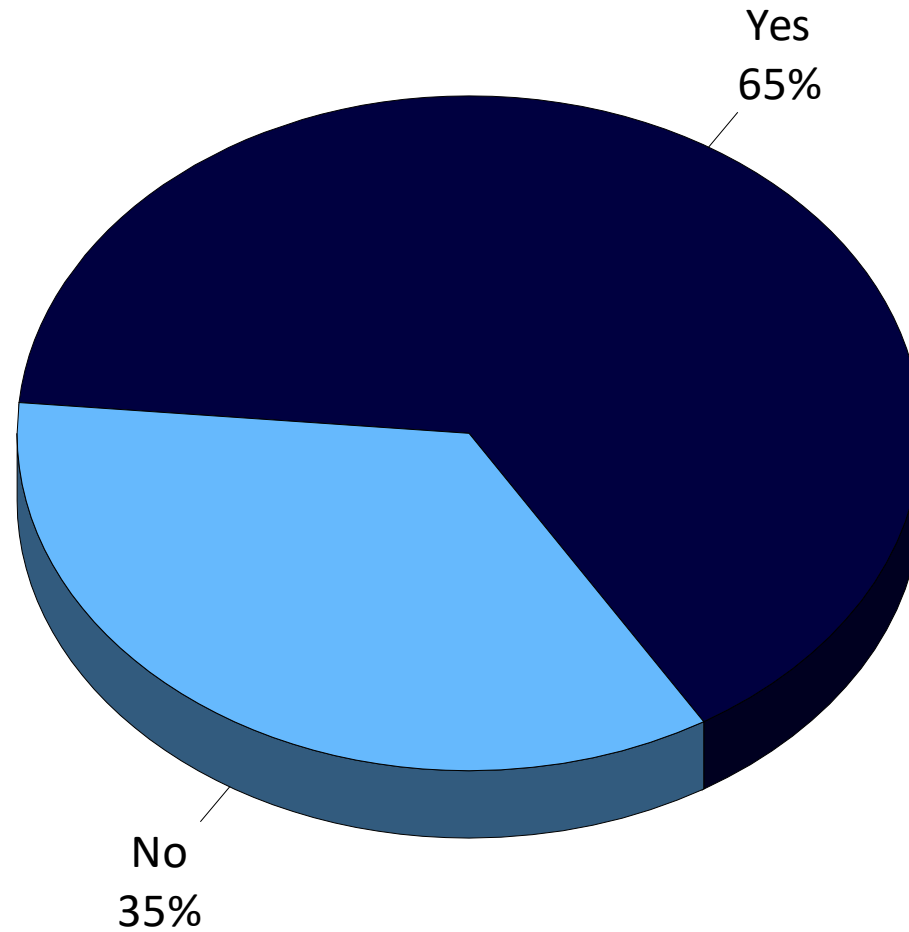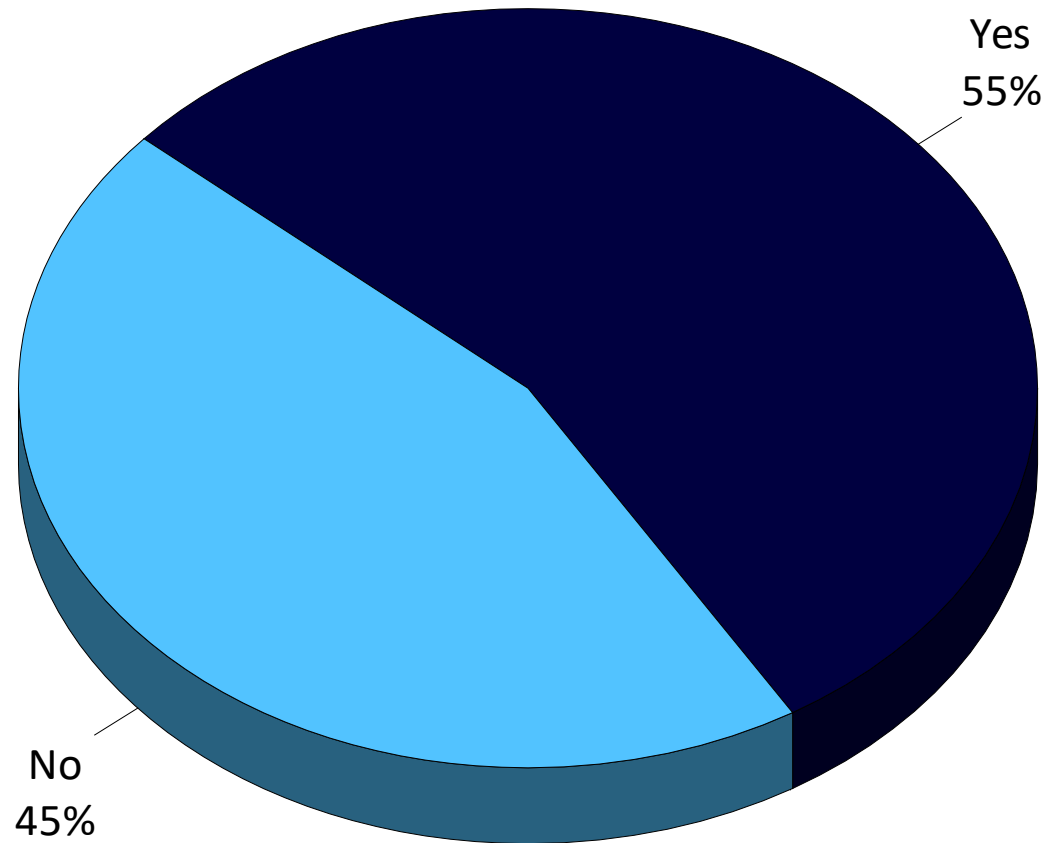- 2020: 0%

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

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

Yes
65%

No
35%

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

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

Yes
55%

No
45%

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

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

Category	Percentage
1 Car	51%
2 Cars	39%
3+ Cars	9%
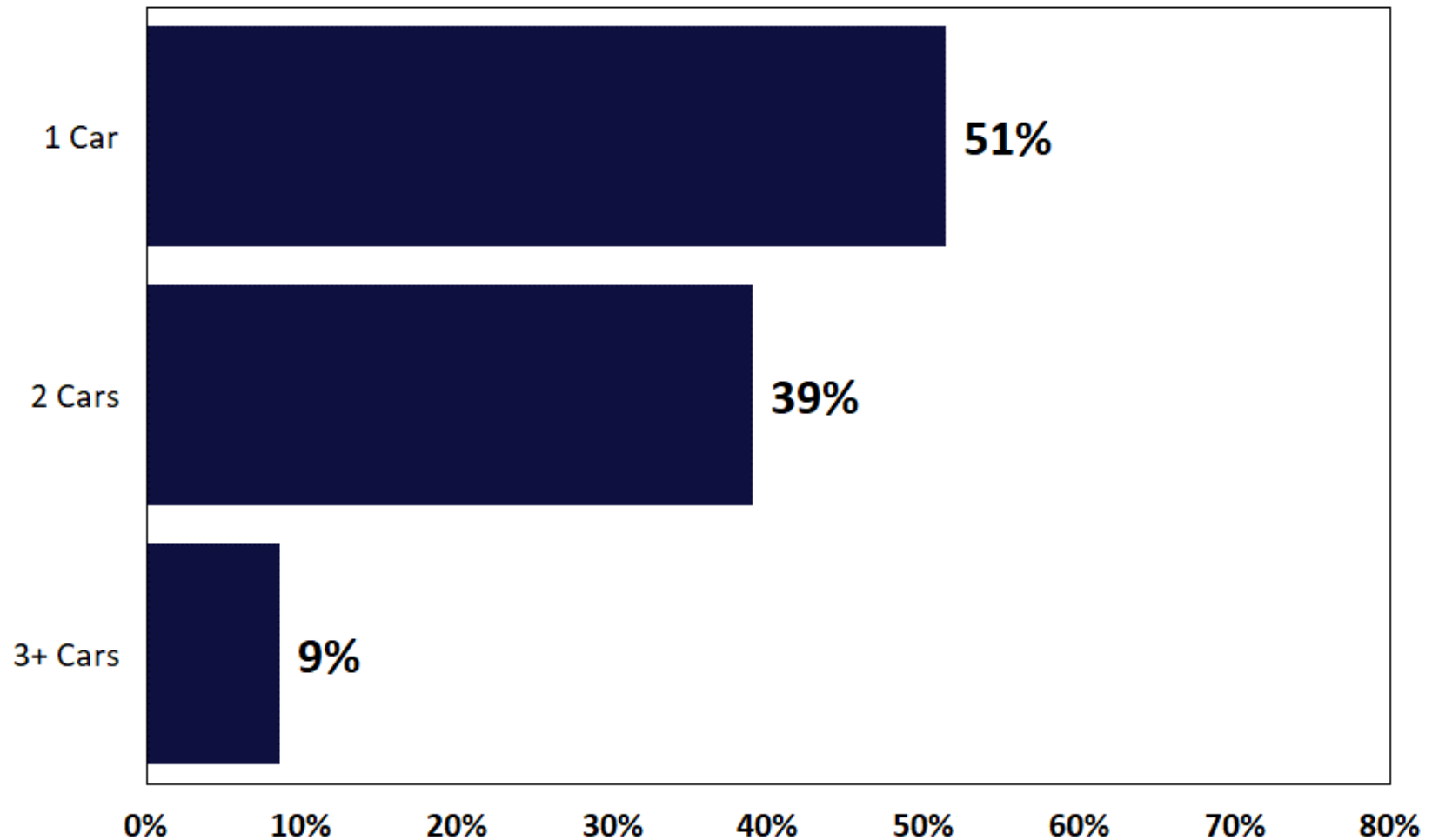
Q14. What is your gender?

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

Male
60%

Female
40%
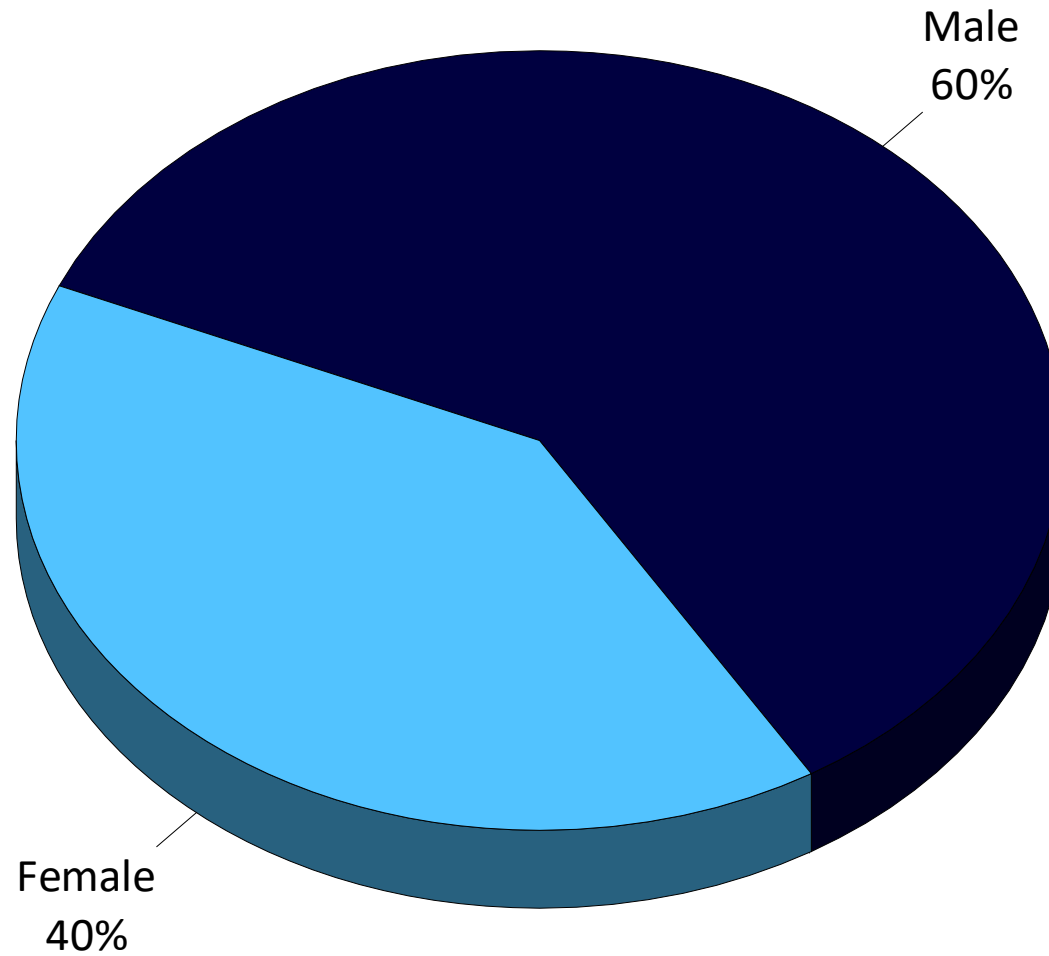
Q15. What is your race?

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

Category	Percentage
White or Caucasian	52%
Black or African American	20%
Hispanic, Spanish, or Latino/a/x	15%
American Indian or Alaska Native	6%
Other	4%
Asian or Asian Indian	2%
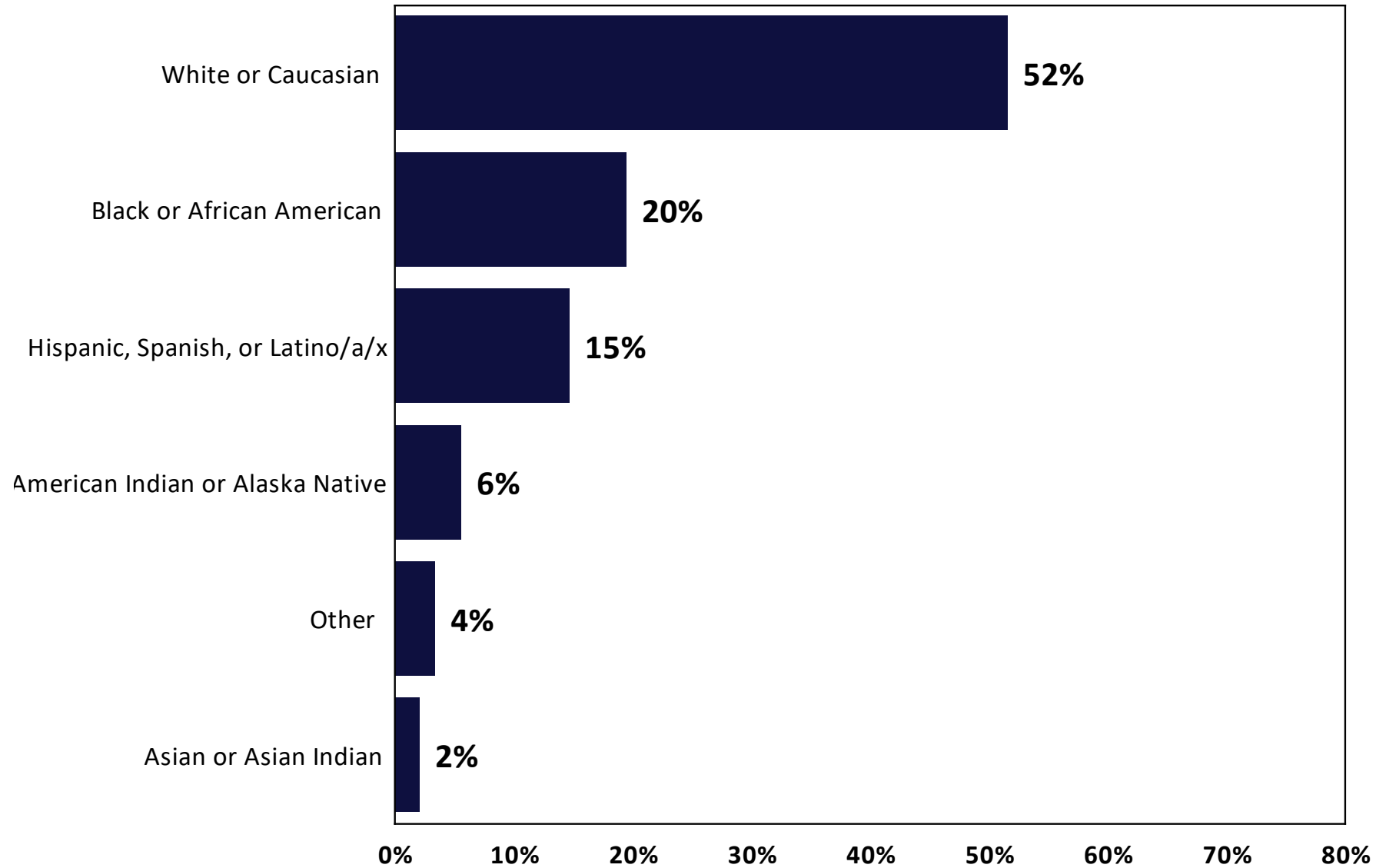
Q16. Are you:

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

Category	Percentage
Employed full time	49%
Retired	14%
Not employed, due to a disability	8%
Employed part time	5%
Student (K-12)	4%
Unemployed	4%
Not employed, seeking work	4%
Tech/college	2%
Other	2%
Veteran	2%
House spouse	1%
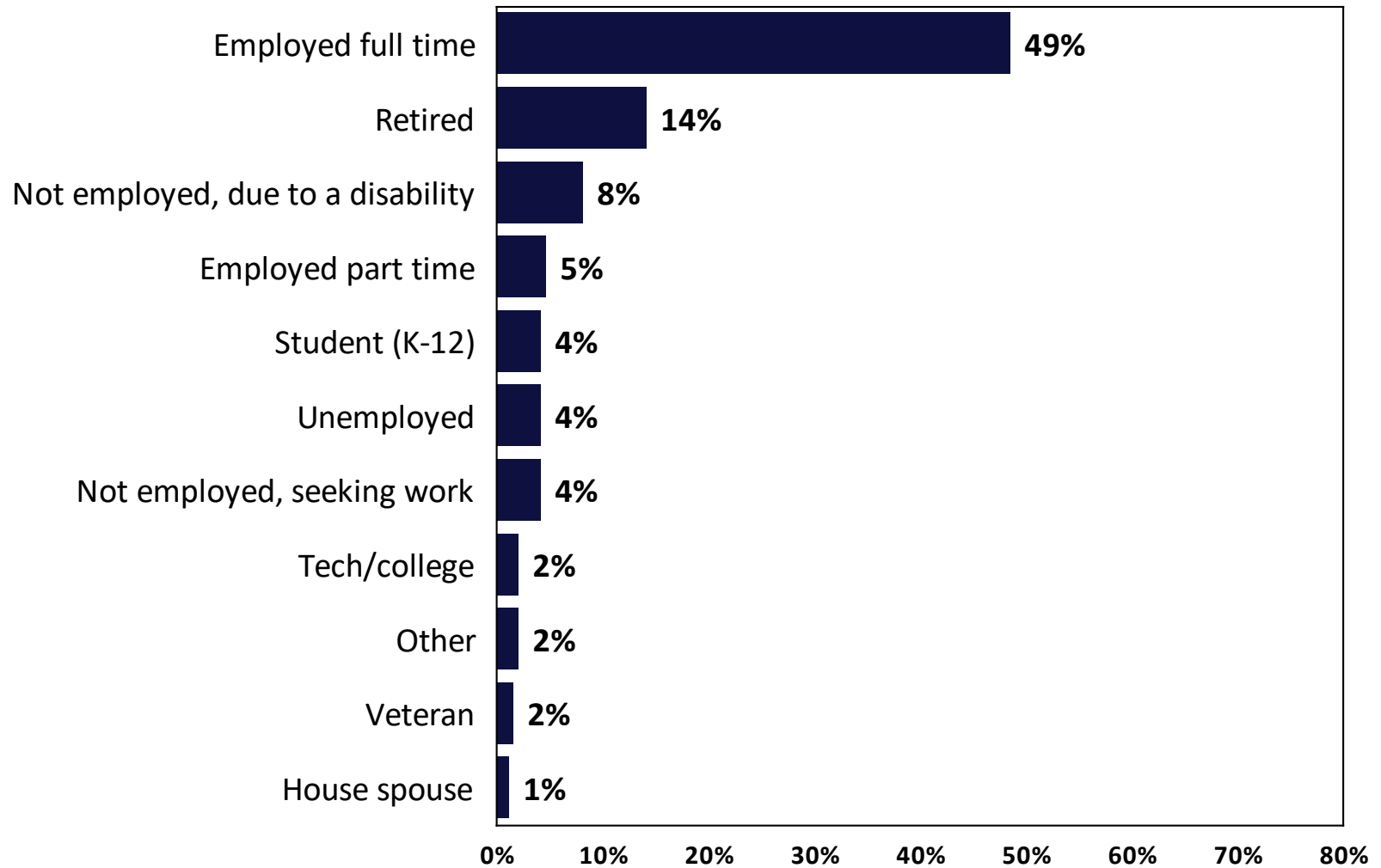
Q17. Including yourself, how many people live in your home?

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

Household size	Percentage
One	39%
Two	22%
Three	11%
Four	15%
Five	5%
Six+	8%

Q18. What was your annual <u>household</u> income in 2023?

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

Income	Percentage
$200K+	1%
$150K-$199,999	3%
$100K-$149,999	6%
$75K-$99,999	13%
$50K-$74,999	9%
$35K-$49,999	17%
$25K-$34,999	15%
$15K-$24,999	11%
Less than $15K	27%

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

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

No
65%

Yes
35%
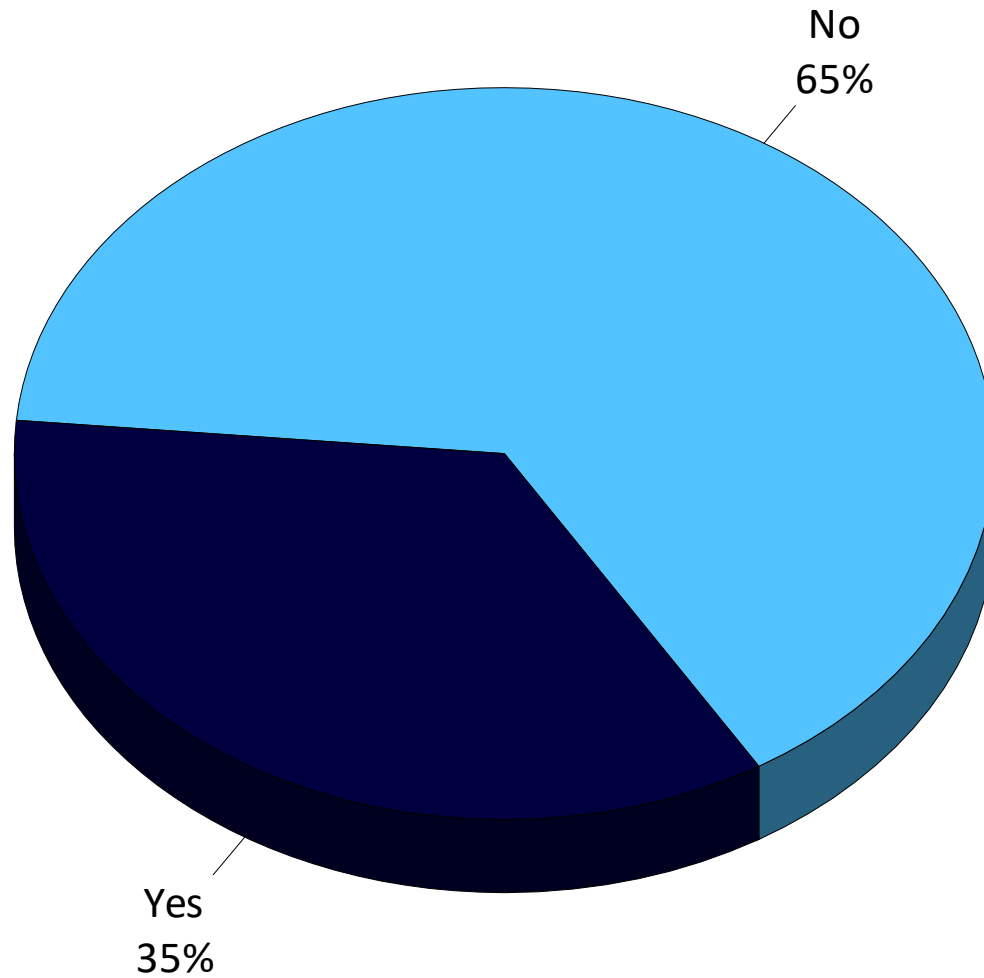
Q19a. Which language?

by percentage of riders

Language	Percentage
Spanish	68%
Japanese	6%
Arabic	6%
Russian	6%
French	6%
Korean	6%
Cantonese	3%
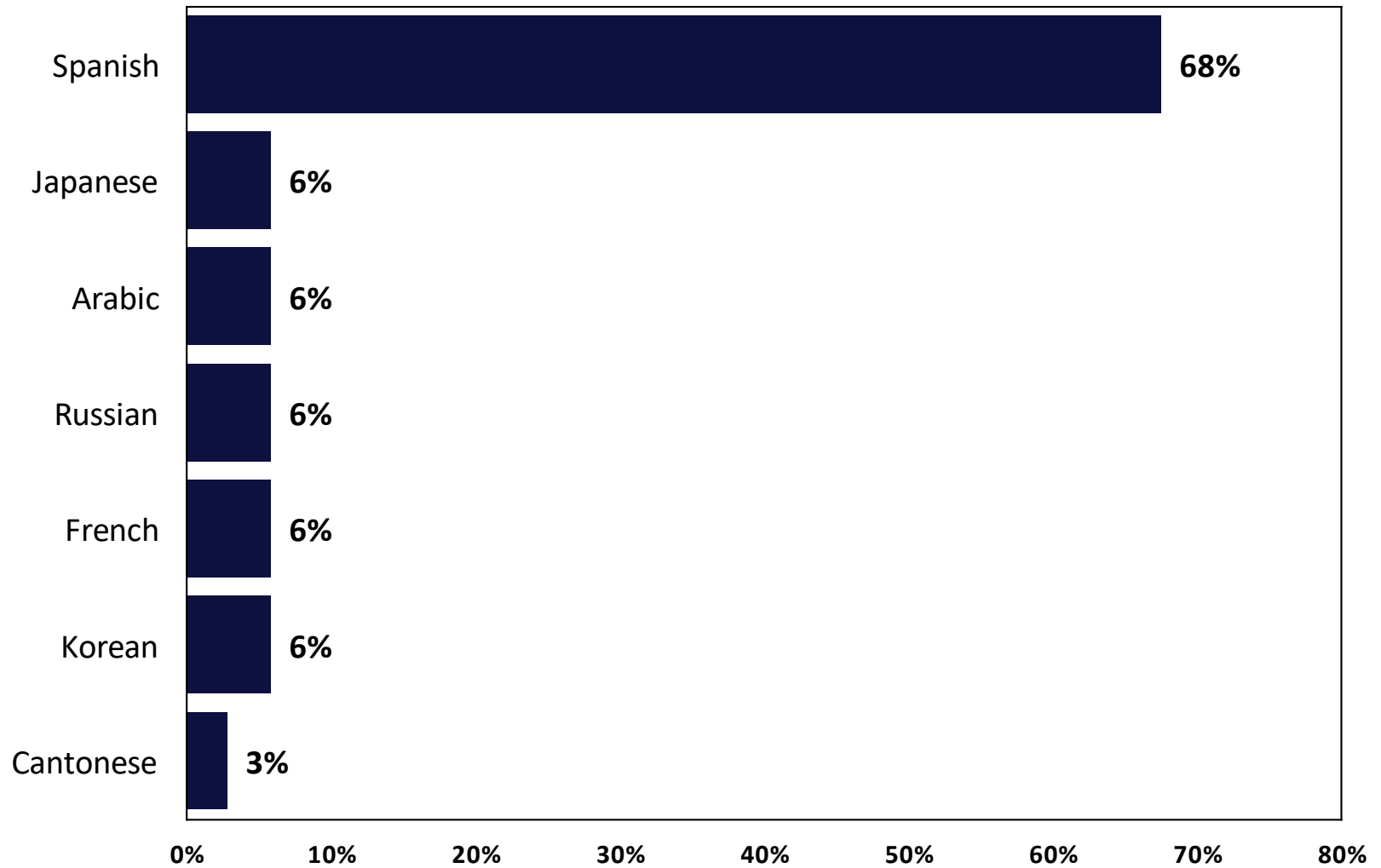
Q19b. How well do you speak English?

by percentage of riders (excluding "not provided" responses)
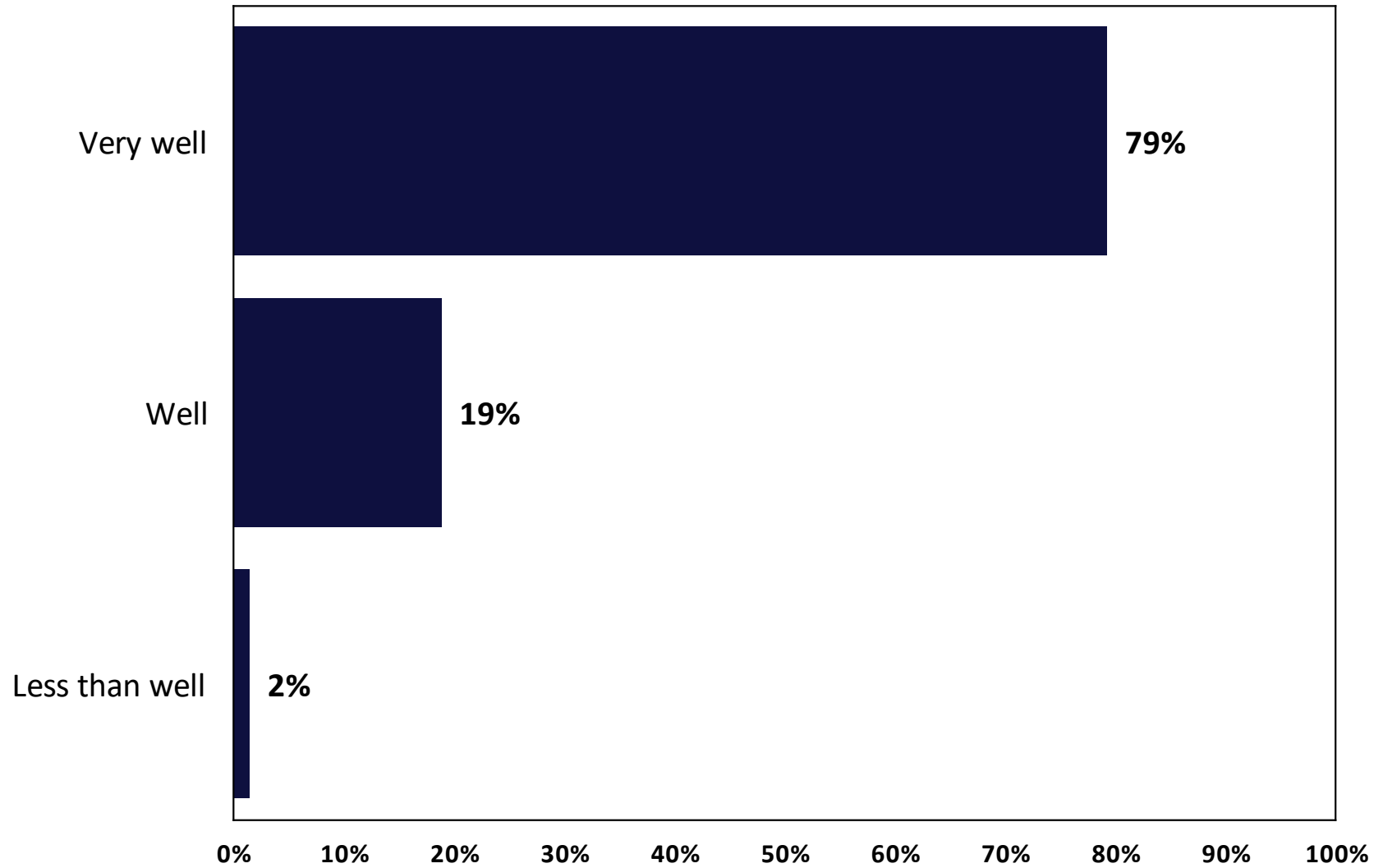
Q20. What year were you born?
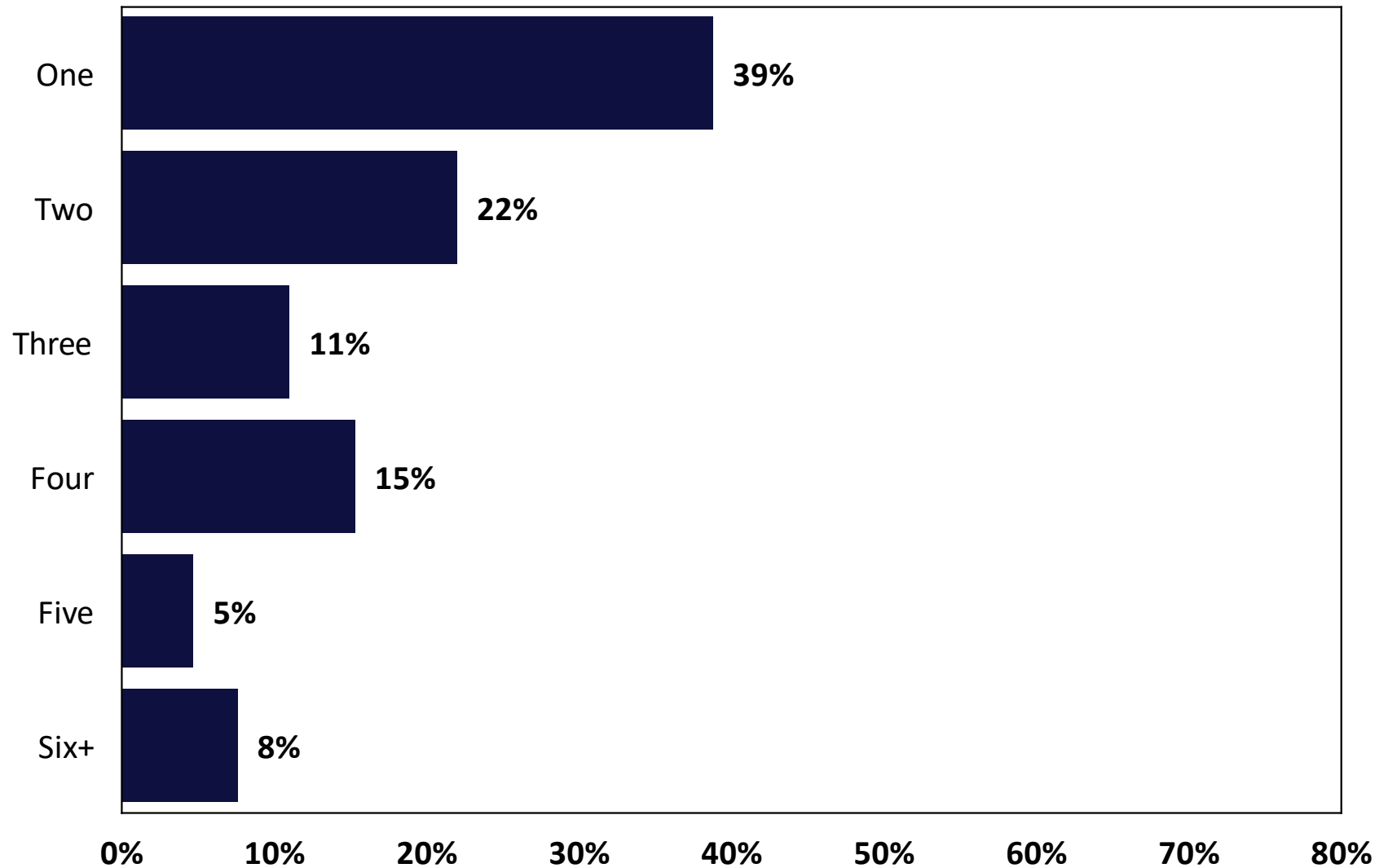
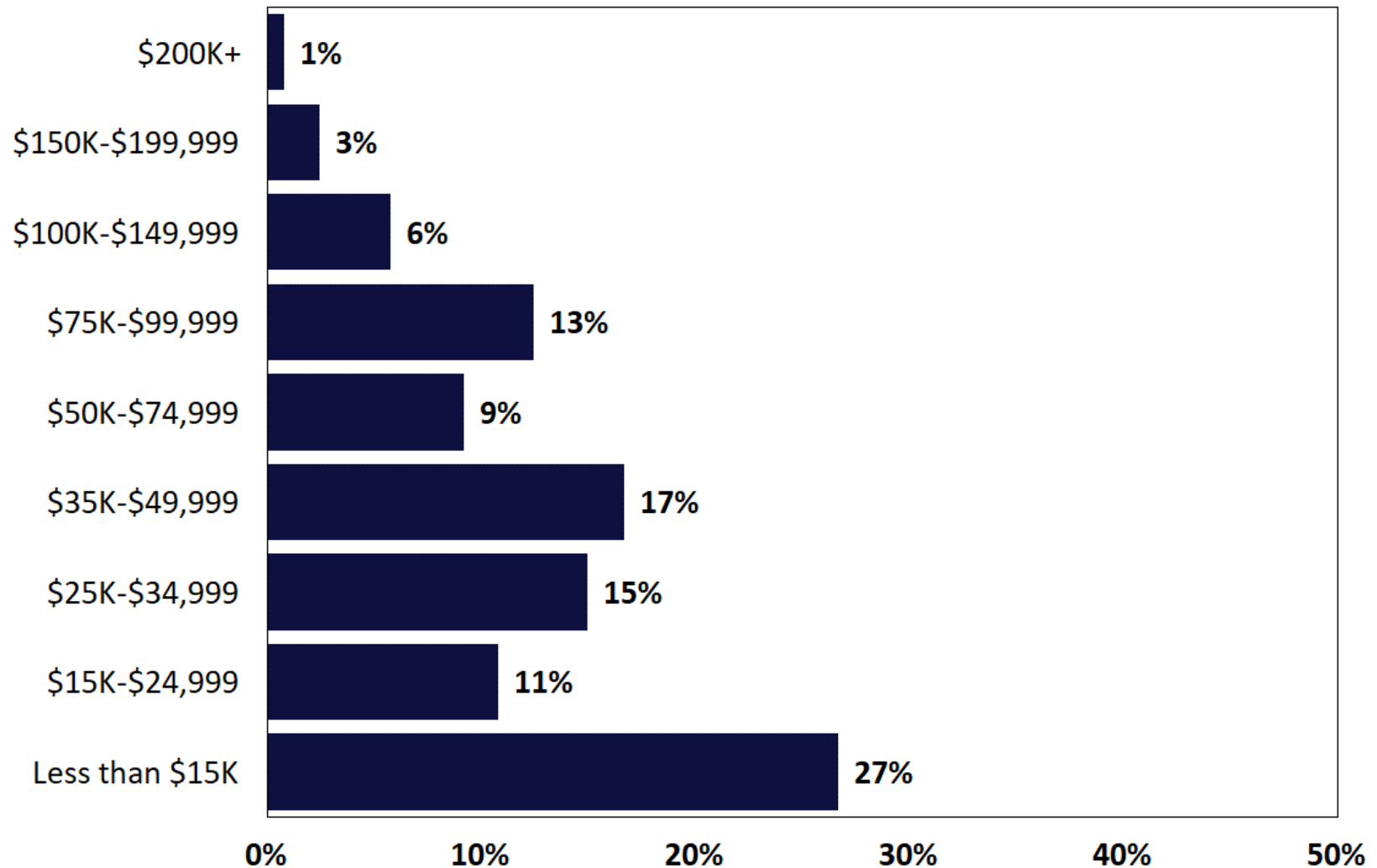by percentage of riders (excluding "not provided" responses)

Age Group	Percentage
65+	12%
55-64	17%
45-54	27%
35-44	23%
18-34	16%
Younger than 18	5%
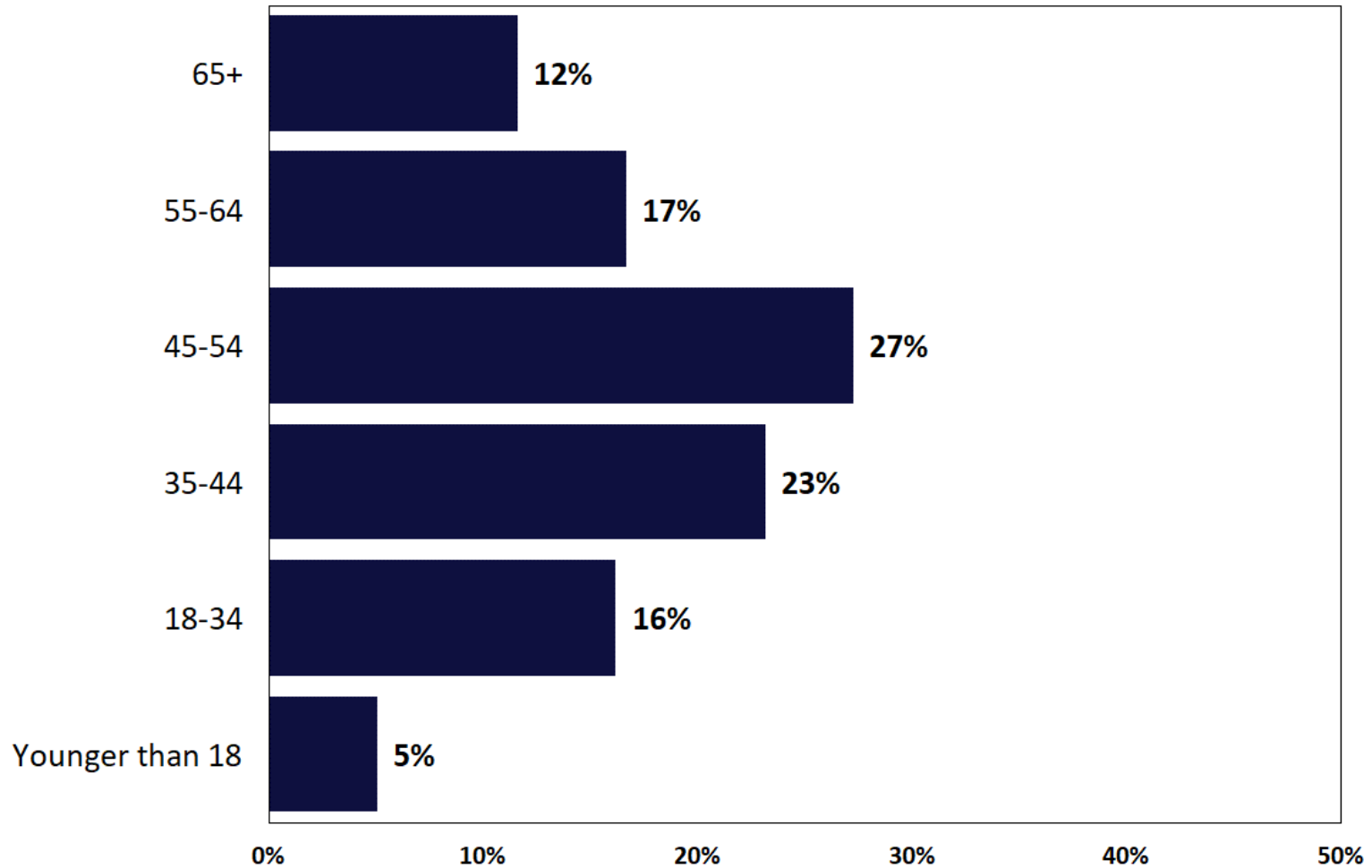
Q21. Do you qualify for reduced bus fare based on age or disability?

by percentage of riders (excluding "not provided" responses)
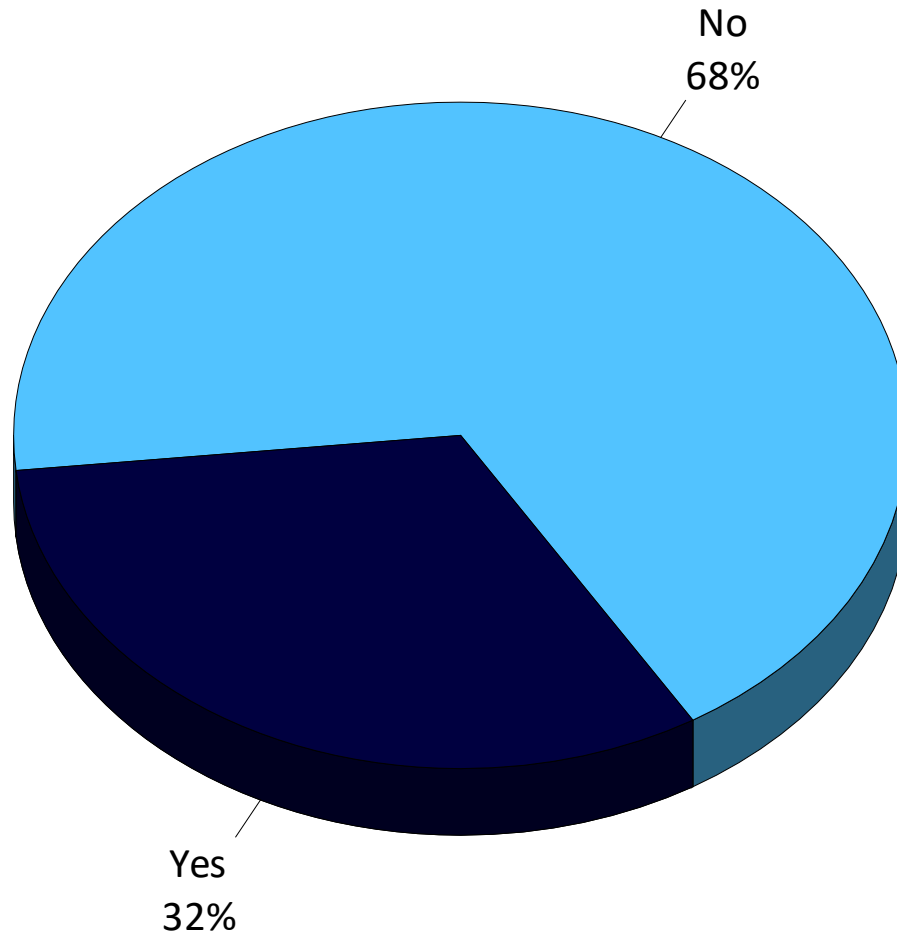
No
68%

Yes
32%

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)
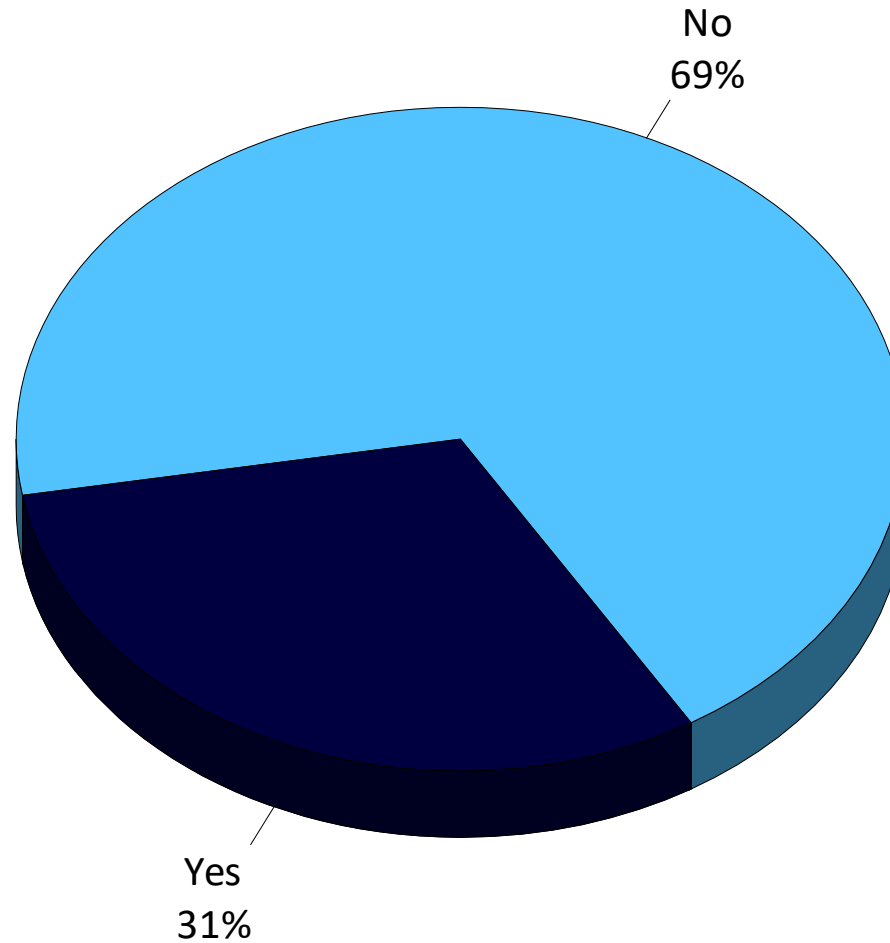
No
69%

Yes
31%

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)

No
51%

Yes
49%
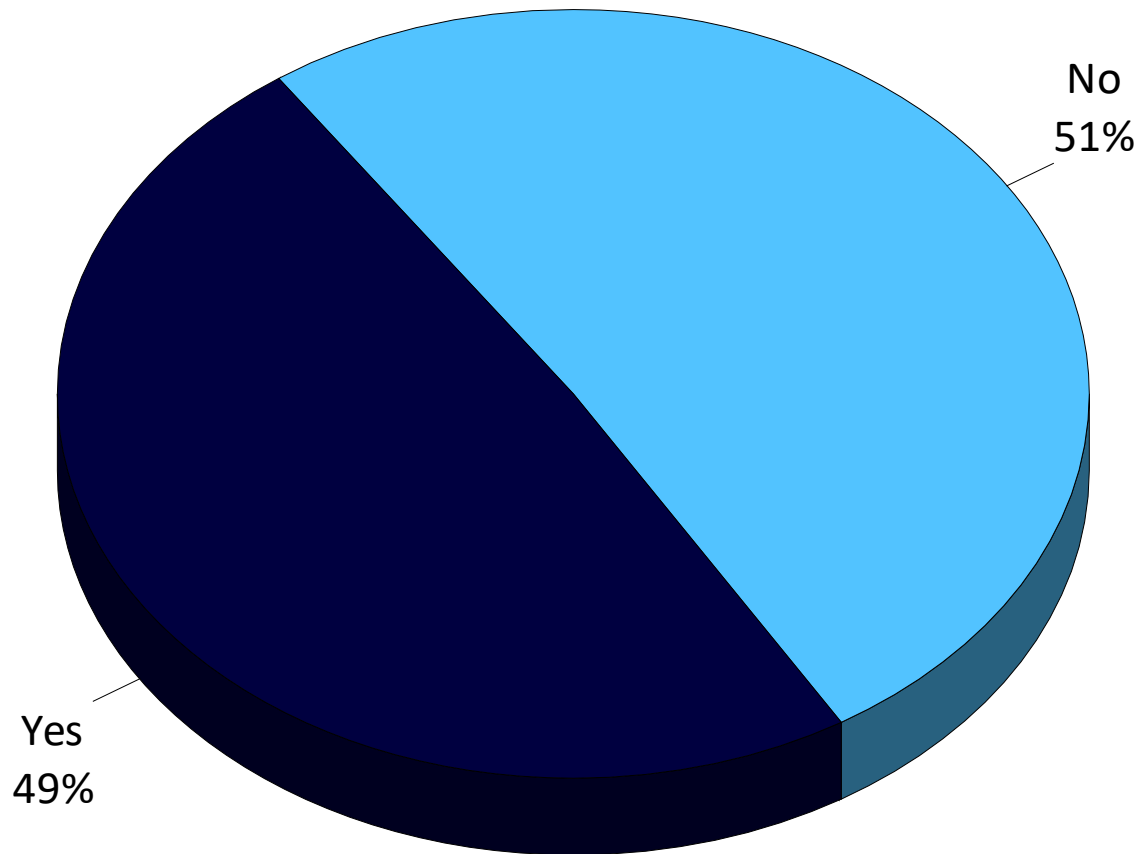
3 Importance-Satisfaction Analysis

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 <u>highest importance</u> and
(2) to target resources toward those services where <u>customers are the least satisfied</u>.

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.

Equation: I-S Rating = Importance x (1-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.

4

Tabular Data: Oklahoma City Routes

Q1. Which statement best describes you?

Q1. Which statement best describes you	Number	Percent
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 %
I am visiting the downtown area	148	64.3 %
Total	230	100.0 %

Q1a. Where are you visiting from:

Q1a. Where are you visiting from	Number	Percent
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")

Q1a. Where are you visiting from	Number	Percent
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:

Q1a-4. Home zip code	Number	Percent
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?

Q2. Primary purpose of your trip today	Number	Percent
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:

Q2-10. Other	Number	Percent
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 %
Library	1	4.0 %
Total	25	100.0 %

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

Q3. How did you get to the nearest OKC Streetcar platform	Number	Percent
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 %
Bird	10	4.3 %
Total	230	100.0 %

Q3-1. How many minutes did you walk?

Q3-1. How many minutes did you walk	Number	Percent
0-5	88	52.7 %
6-10	14	8.4 %
10+	7	4.2 %
Not provided	58	34.7 %
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 %

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 %

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?

Q5. How did you pay your Streetcar fare today	Number	Percent
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")

Q5. How did you pay your Streetcar fare today	Number	Percent
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?

Q5-1. How did you pay at Kiosk	Number	Percent
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")

Q5-1. How did you pay at Kiosk	Number	Percent
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?

Q7. How often do you use OKC Streetcar	Number	Percent
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 %
Not provided	10	4.3 %
Total	230	100.0 %

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

Q7. How often do you use OKC Streetcar	Number	Percent
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?

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

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

Q9. Do you currently have access to a mobile smartphone	Number	Percent
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%

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?

Q12. Do you have a valid driver's license	Number	Percent
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")

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

Q13. Do you have a working vehicle that you could have used instead today	Number	Percent
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")

Q13. Do you have a working vehicle that you could have used instead today	Number	Percent
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 %

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 %

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 %

5 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.

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 Scotter
____(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: _____

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
____(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: _____

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

____(01) Employed full time
____(02) House spouse
____(03) Student (K-12)
____(04) Employed part-time

____(05) Unemployed
____(06) Veteran
____(07) Tech/College
____(08) Not employed, seeking work

____(09) Retired
____(10) Not employed, due to a disability
____(11) Other: _____

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 <u>household</u> 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

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