

2024

EMBARC Transit Rider Survey

Oklahoma City
RAPID

Findings Report

Submitted to
EMBARC
Oklahoma City, OK

Spring 2024



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. Previous survey efforts consisted of sample collection on the OKC Fixed Route System, the Norman Fixed Route System, and the OKC Streetcar. For the 2024 survey effort, additional sample was allocated to the EMBARK RAPID Bus Service as described in this report appendix. The universe of the survey consisted of 23 fixed routes in the EMBARK system. The overall project's sampling plan consisted of the following goals: OKC Fixed Route – 1,200 surveys, Norman Fixed Route – 200 surveys, Streetcar – 200 surveys, RAPID – 200 surveys. All goals were met with a total number of 1,871 completed surveys.

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

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

ETC Institute developed a sampling plan to ensure the overall results of the survey would be statistically valid for the region. The sampling plan identified the number of completed surveys that were needed for each route and ensured the overall results of the survey would have statistical validity. The results of 1,871 have a statistical significance of +/- 2.3% at the 95% level of confidence.

Methodology

Survey Administration/Quality Control Procedures

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

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

Data Entry & Editing Procedures

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

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

EMBARK Transit Rider Profile

RAPID Transit

57% are male

42% are female



38% use EMBARK Travel Tools

38% use transit because they do not have a car



49% use transit for errands

43% consider themselves White/Caucasian

36% consider themselves Black/African American

38% are employed full time



67% have been riding transit in OKC for 1 year or longer

11% consider themselves Native American/American Indian

33% live in a single-person household



74% walk from their home to the nearest bus stop

8% consider themselves Hispanic/Latino

62% have one to two transfers to reach their destination



66% ride RAPID three days or more per week

60% are between 18-44 years old



85% do not speak another language in their home other than English

41% had an annual household income less than \$15,000 in 2023



2024 EMBARK Transit Survey

Major Findings

RAPID Satisfaction

Overall Level of Satisfaction

- EMBARK RAPID Bus Service received an incredibly high Overall Satisfaction score of 92% (very satisfied or satisfied responses).
- The majority of RAPID services rated significantly higher with thirteen of the eighteen services evaluated having satisfaction levels of at least 85%. The seven RAPID services that had satisfaction levels of 90% or better are listed below.
 - Cleanliness of RAPID vehicles (93%)
 - Frequency of service (92%)
 - Reliability of service (92%)
 - Convenience of service (91%)
 - Ease of paying your fare (91%)
 - Safe operation of RAPID by drivers (90%)
 - Cleanliness of RAPID stops (90%)
- No RAPID services received satisfaction ratings lower than 75%. The four RAPID services that received satisfaction ratings under 85% are listed below.
 - Cleanliness of bus shelters (65.0%)
 - Frequency of service (64.1%)
 - Courtesy of drivers (63.1%)

Importance

- Respondents were asked to pick the top three most important RAPID services. The three most selected services are listed below.
 - Courtesy & helpfulness of drivers (14%)
 - Hours of service (13%)
 - Safe operation of RAPID by drivers (10%)
- All three services received satisfaction ratings of at least 84%.

2024 EMBARK Transit Survey

Major Findings

Rider Transfers and Purpose of Trip

- 72% of RAPID riders made at least one transfer to reach their destination.
- 66% of RAPID riders usually ride RAPID three or more days a week.
- 69% of RAPID riders have been riding transit in the OKC area for at least one year.
- 74% of riders indicated they traveled to the nearest bus stop by walking followed by 16% being dropped off by someone else (rideshare services included).
- 49% of RAPID riders use RAPID most frequently to go shopping/run errands followed by 33% for groceries/getting necessities/dining out and 23% to go to work.

Additional Findings

- 40% of riders purchased a paper pass, 32% purchased their fare at the ticket kiosk, and 28% purchased their fare on Token Transit (mobile app). Of the riders who purchased their fare at the ticket kiosk, 81% paid with cash compared to 19% with credit card.
- 90% of riders indicated that they have access to a mobile smartphone. Of the 90% that have access, 88% have a data plan.
- Regarding rider tools respondents have used, 29% have used Transit App, 24% have used Google Maps, 23% have used EMBARK Connect, and 22% have used Token Transit.

Investment Priorities

Overview

Recommended Priorities. To help EMBARK, identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) Analysis on their RAPID service. 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 for Rapid, 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 3 of this report.

Overall Priorities for EMBARK by Transit Service Categories – Rapid. 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 at an alarming level, however, one service did stand out and should be a focus of EMBARK over the next year, to raise overall satisfaction:

- Hours of service (I-S Rating = 0.0201)

The table below shows five of the eighteen transit service items that were rated. The full table is in Section 3.

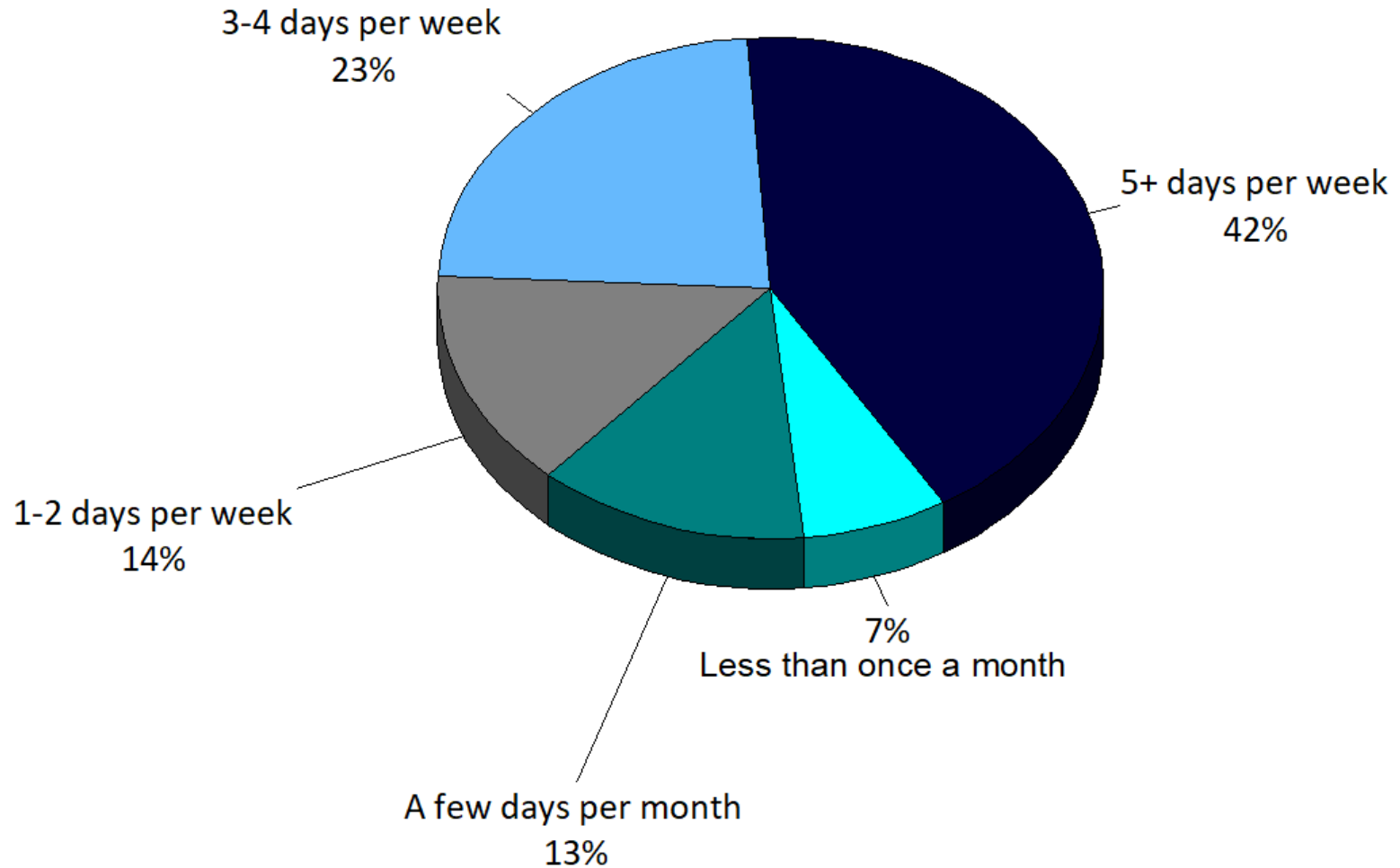
Importance-Satisfaction Analysis Ratings						
2024 EMBARK RAPID Rider Survey						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Hours of service	12.5%	2	83.9%	14	0.0201	1
Courtesy & helpfulness of drivers	14.0%	1	87.3%	12	0.0178	2
Safety at Transit Center	7.0%	8	74.9%	18	0.0176	3
Cleanliness of Transit Center	5.0%	14	79.1%	17	0.0105	4
Safety while riding RAPID line	9.5%	4	89.3%	8	0.0102	5

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Overall Results

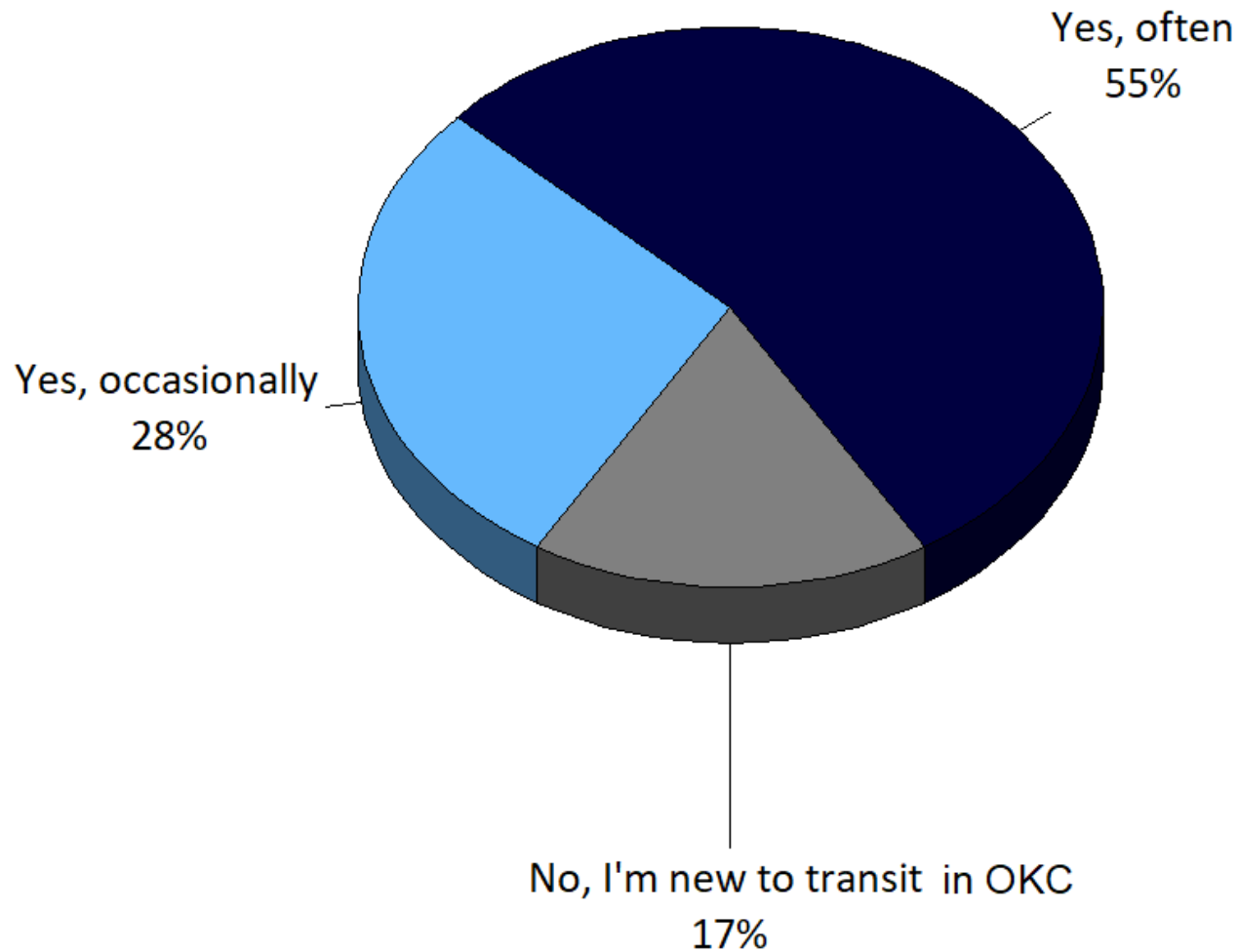
Q2. How often do you usually ride RAPID?

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



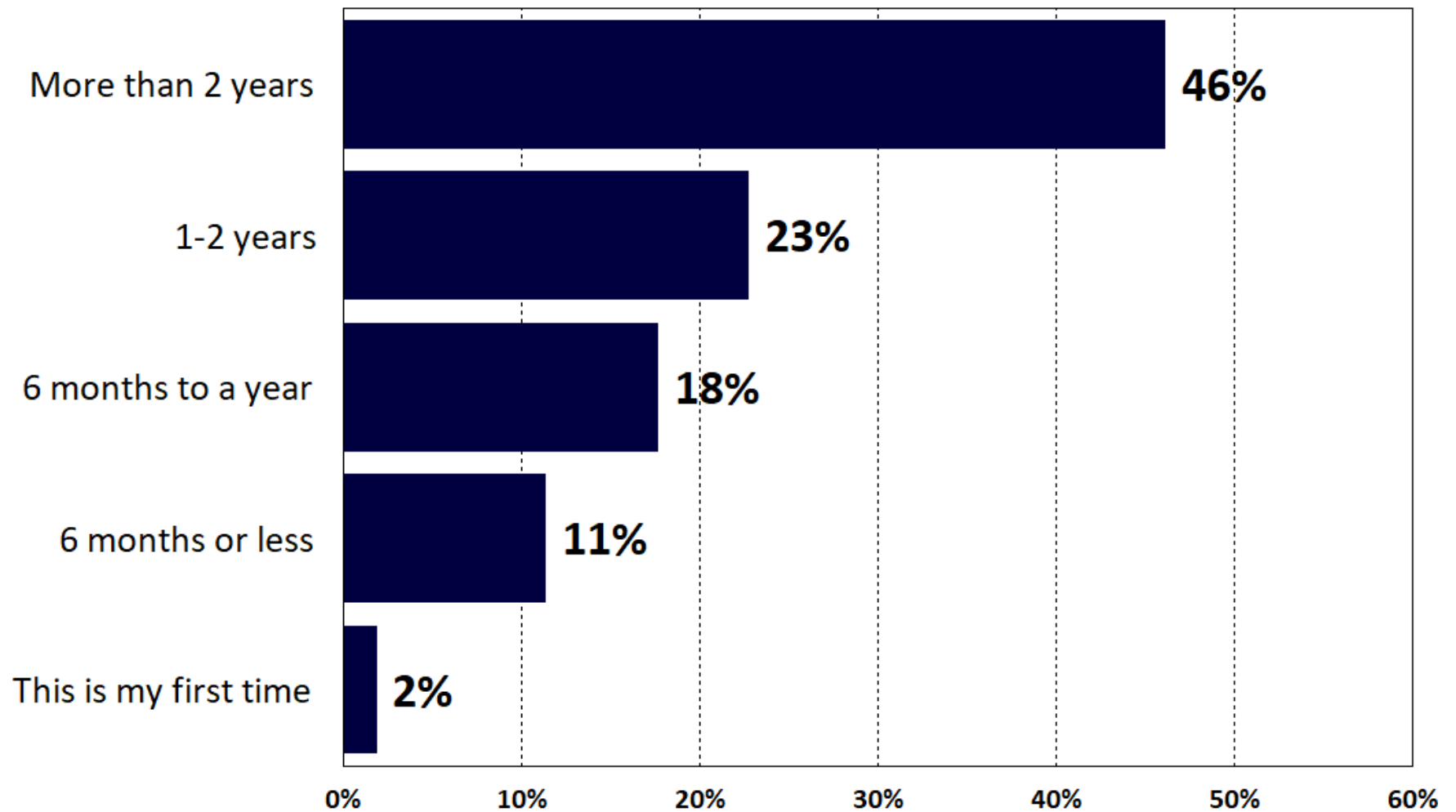
Q2. Before RAPID, did you ride any other EMBARK services?

by percentage of riders



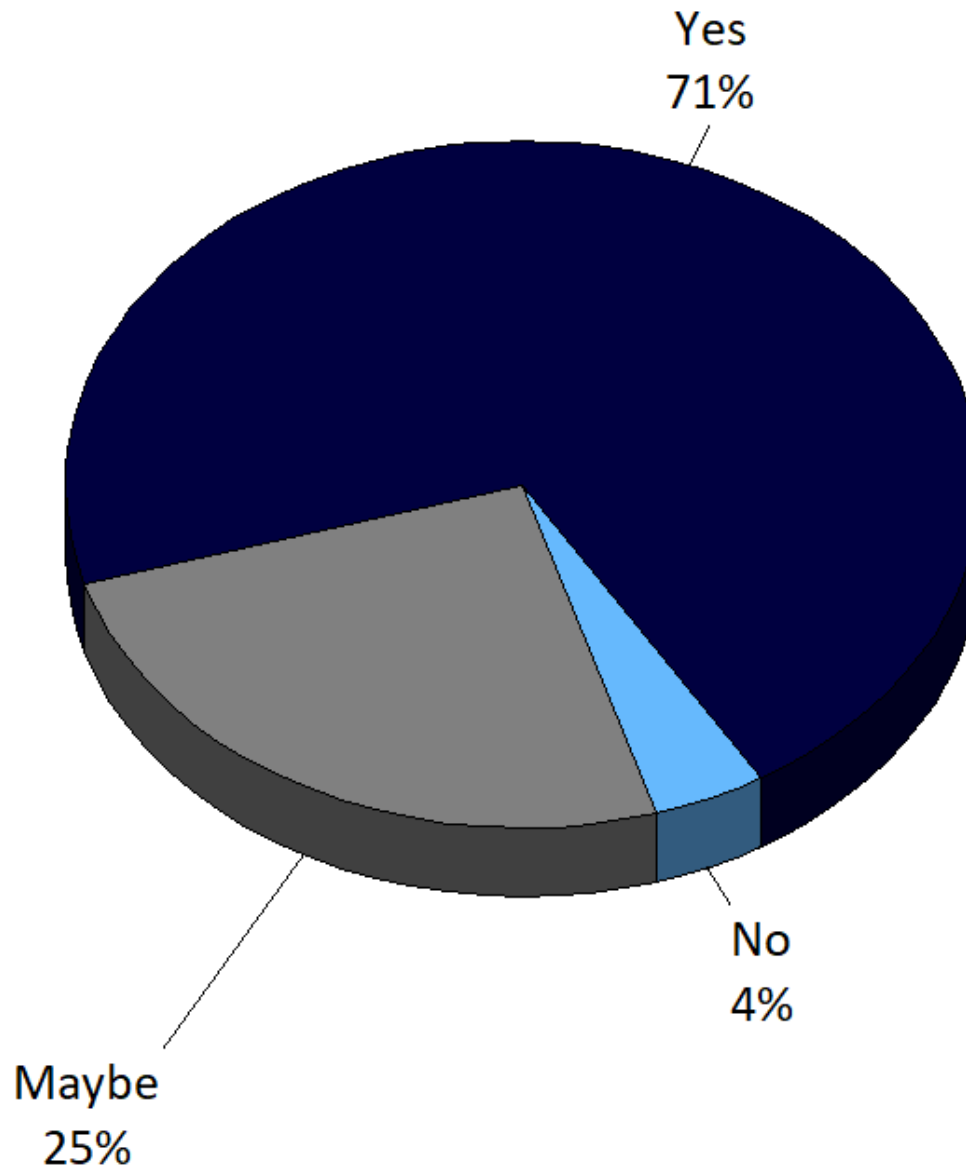
Q2a. If yes, how long have you been riding transit in the OKC area?

by percentage of riders who said they used other EMBARK services before RAPID (excluding “not provided” responses)



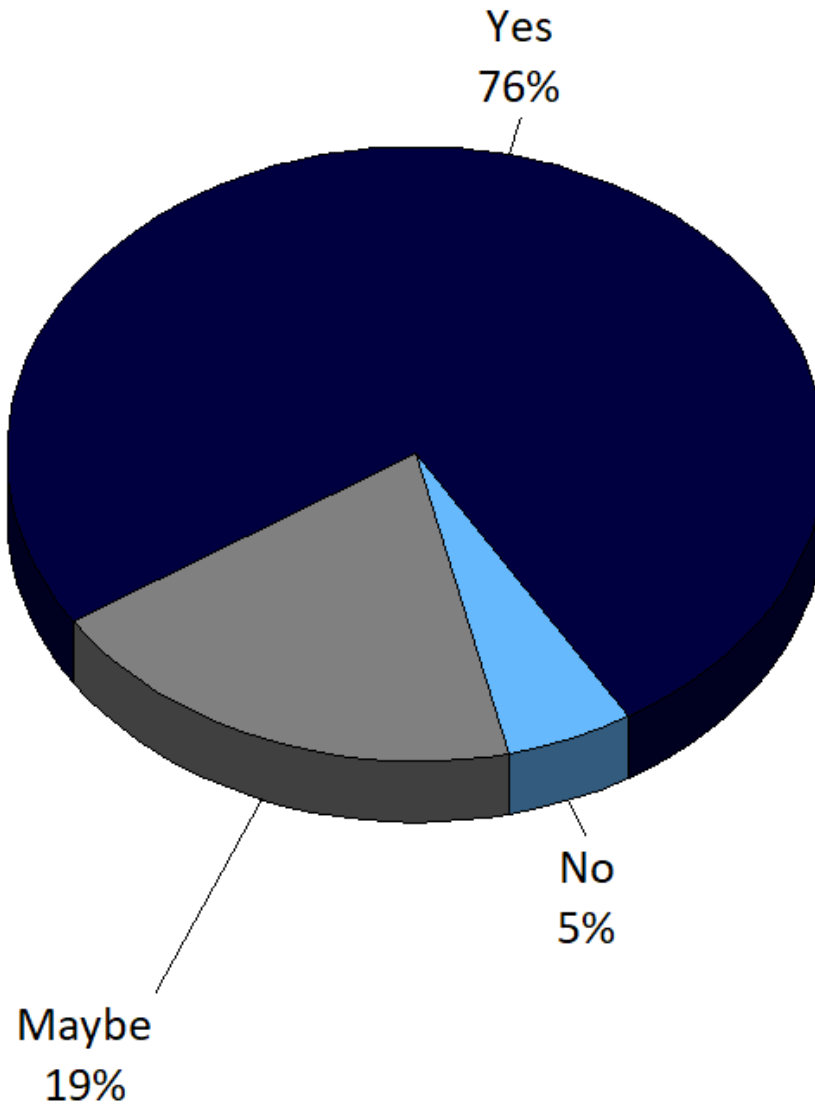
Q3. Will you still use RAPID one year from now?

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



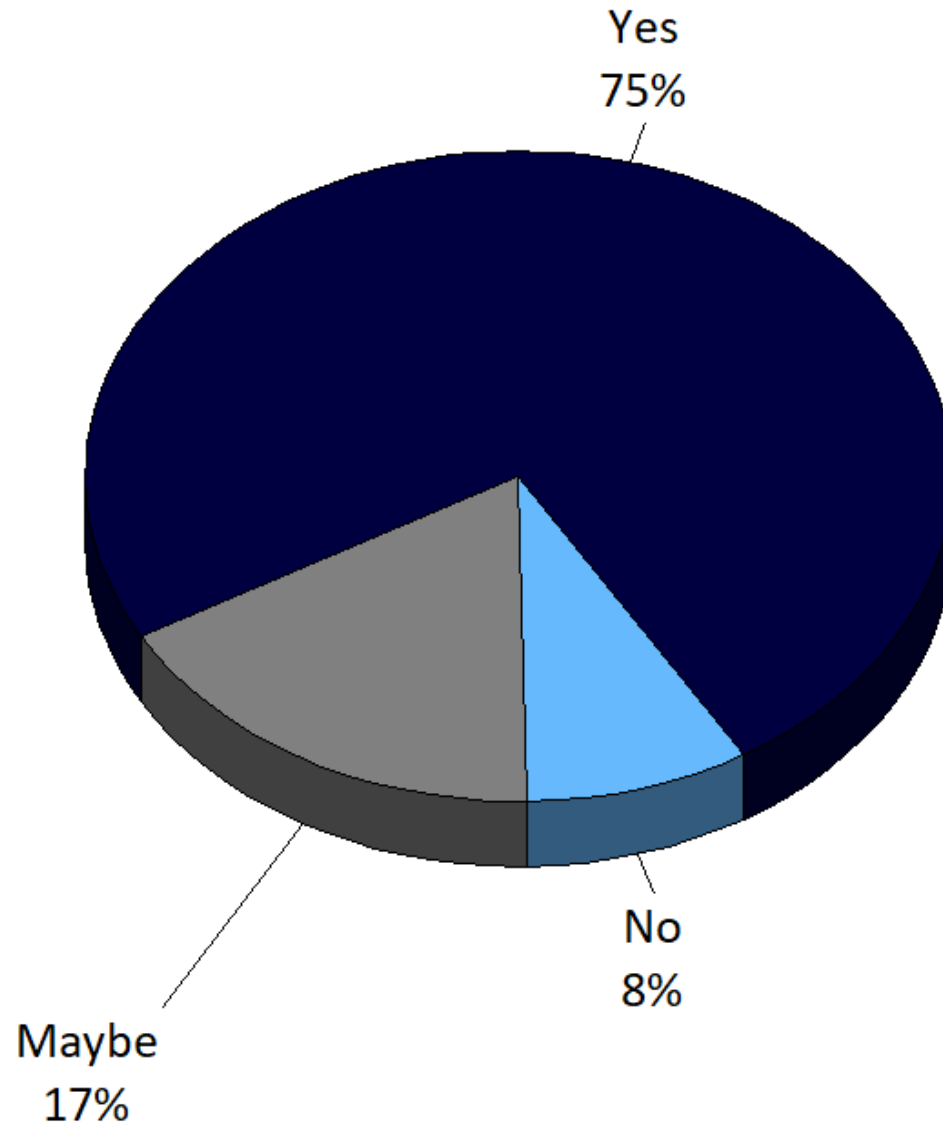
Q4. Are you interested in riding RAPID Northeast?

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



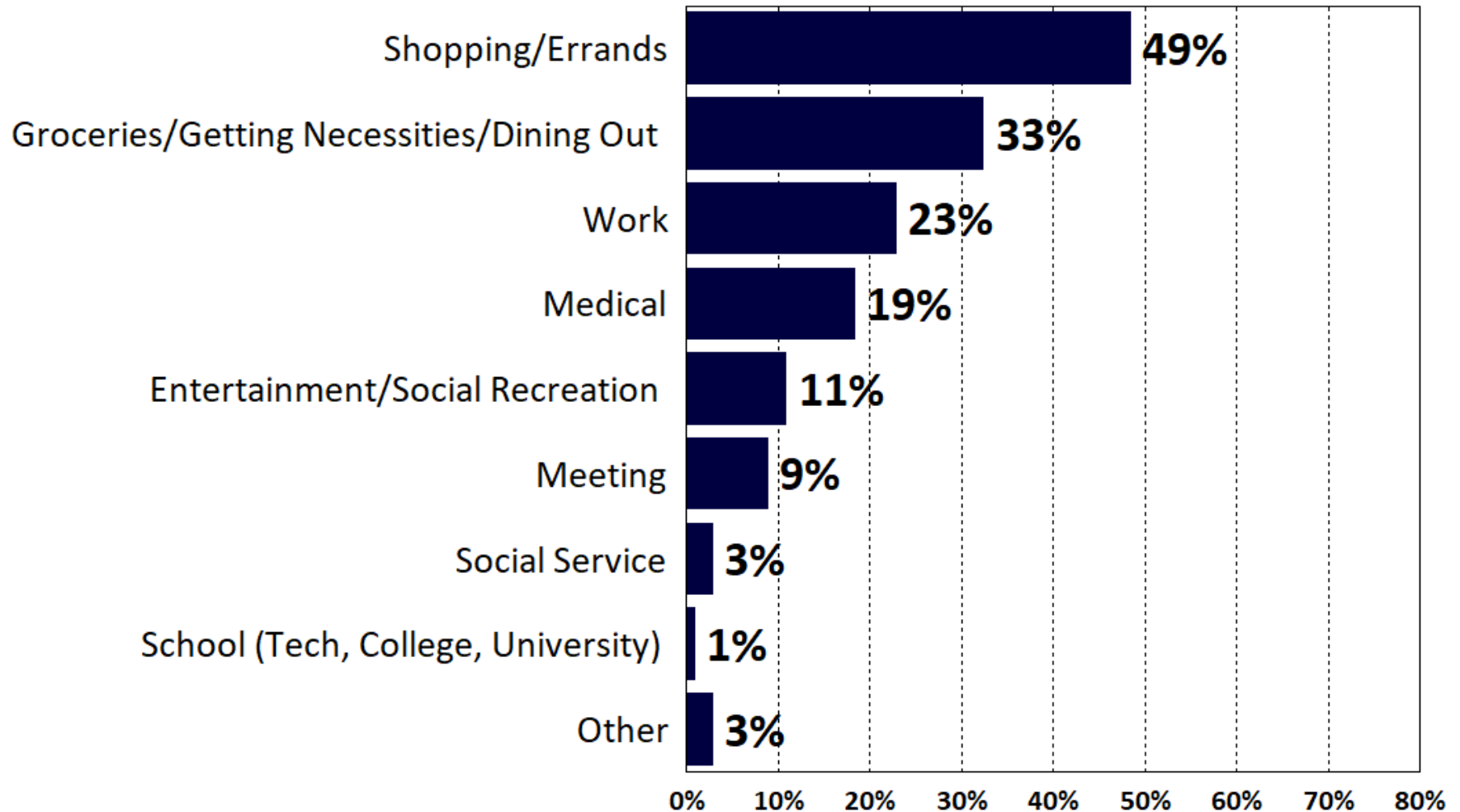
Q5. Are you interested in riding RAPID South?

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



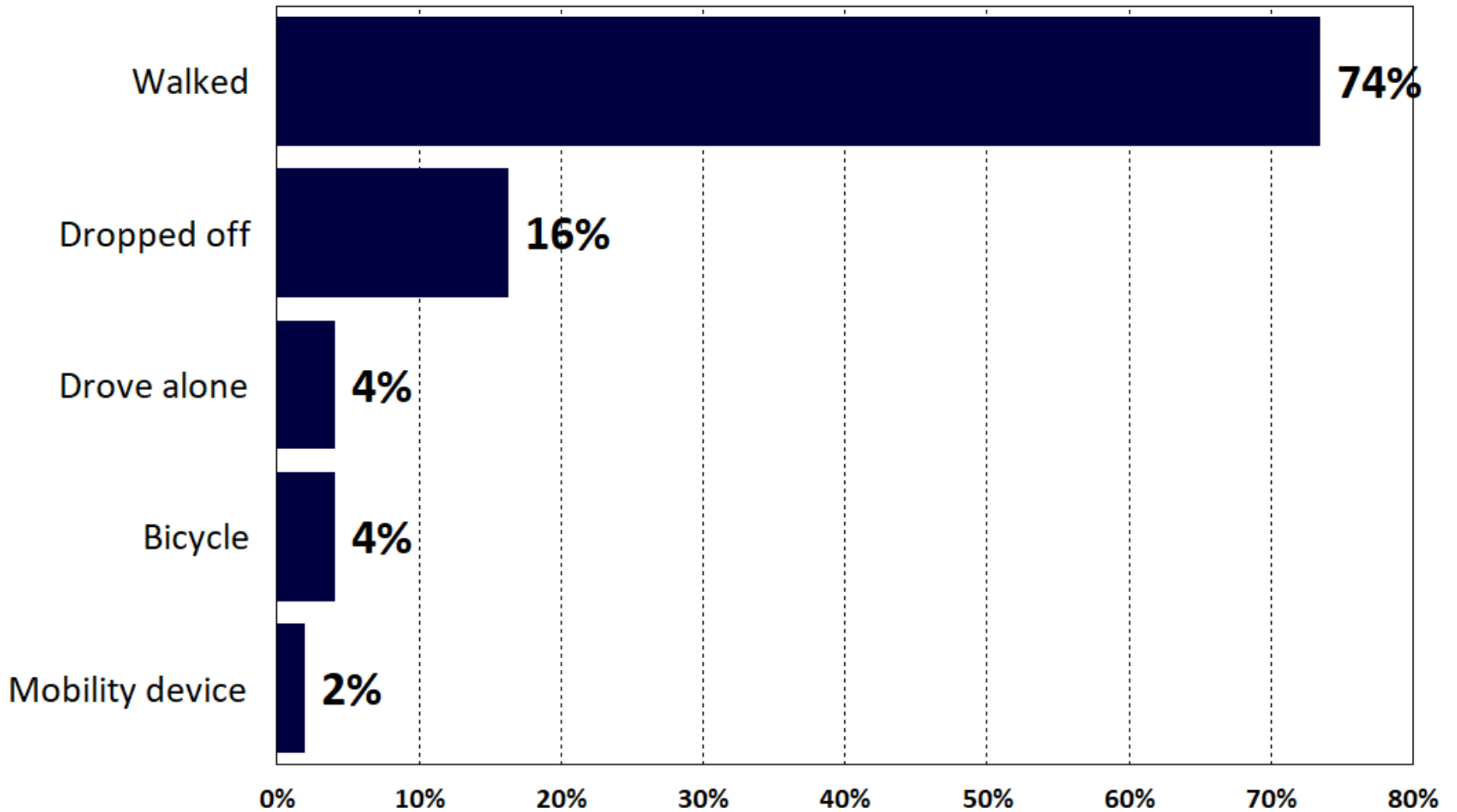
Q6. What primary purposes do you ride RAPID most frequently?

by percentage of riders (multiple choices could be selected)



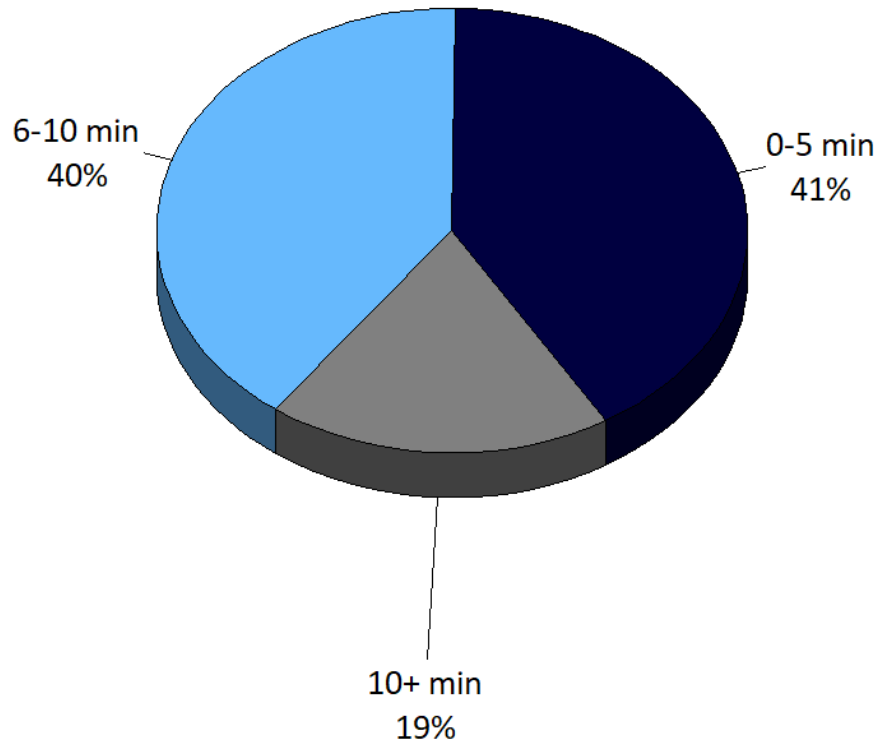
Q7. How did you get to the nearest RAPID stop today?

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



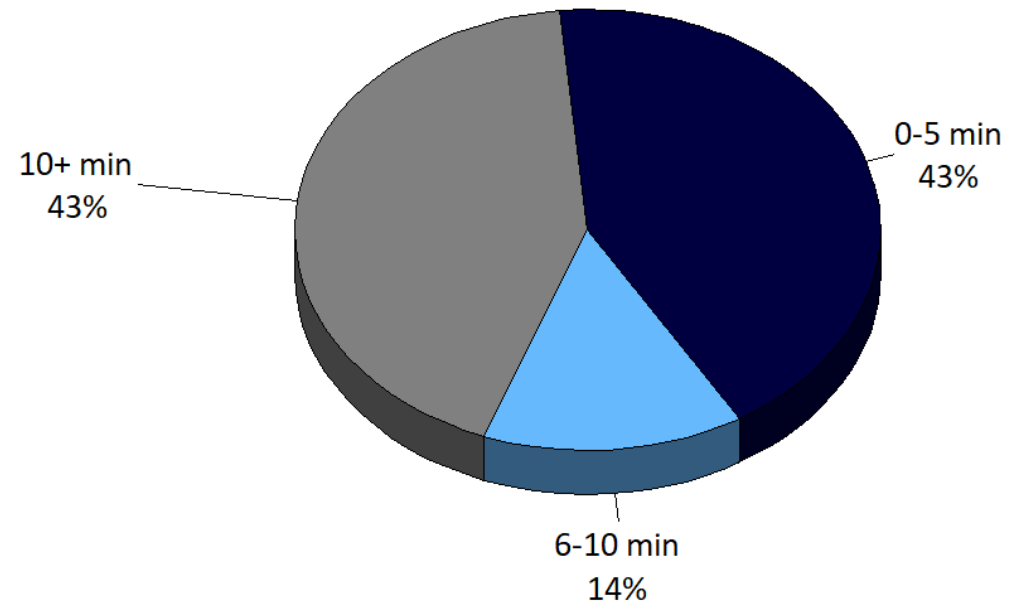
Q7a. How many minutes did you walk?

by percentage of riders who indicated that they walked to their RAPID stop (excluding “not provided” responses)



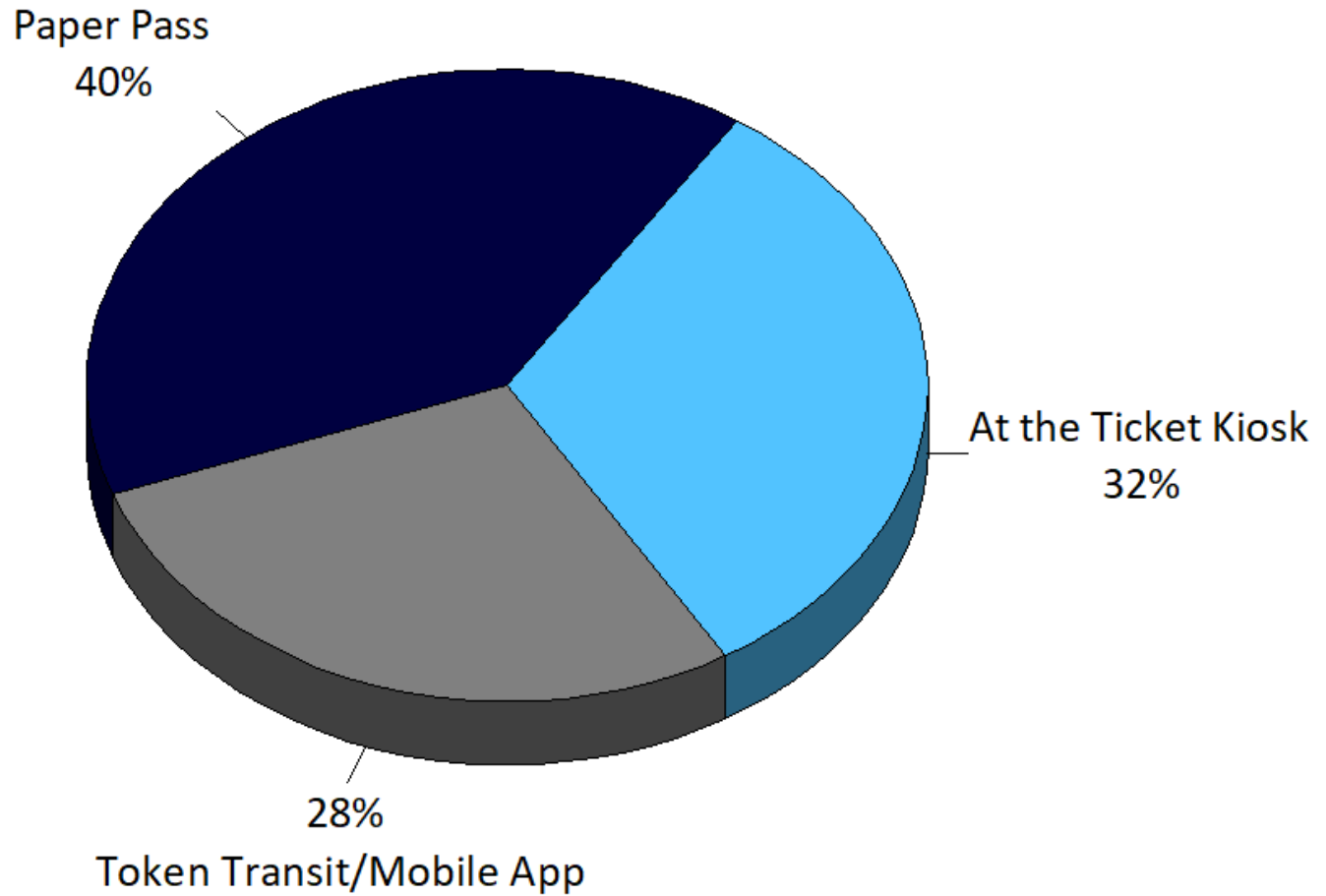
Q7b. How many minutes did you bike?

by percentage of riders who indicated that they biked to their RAPID stop (excluding “not provided” responses)



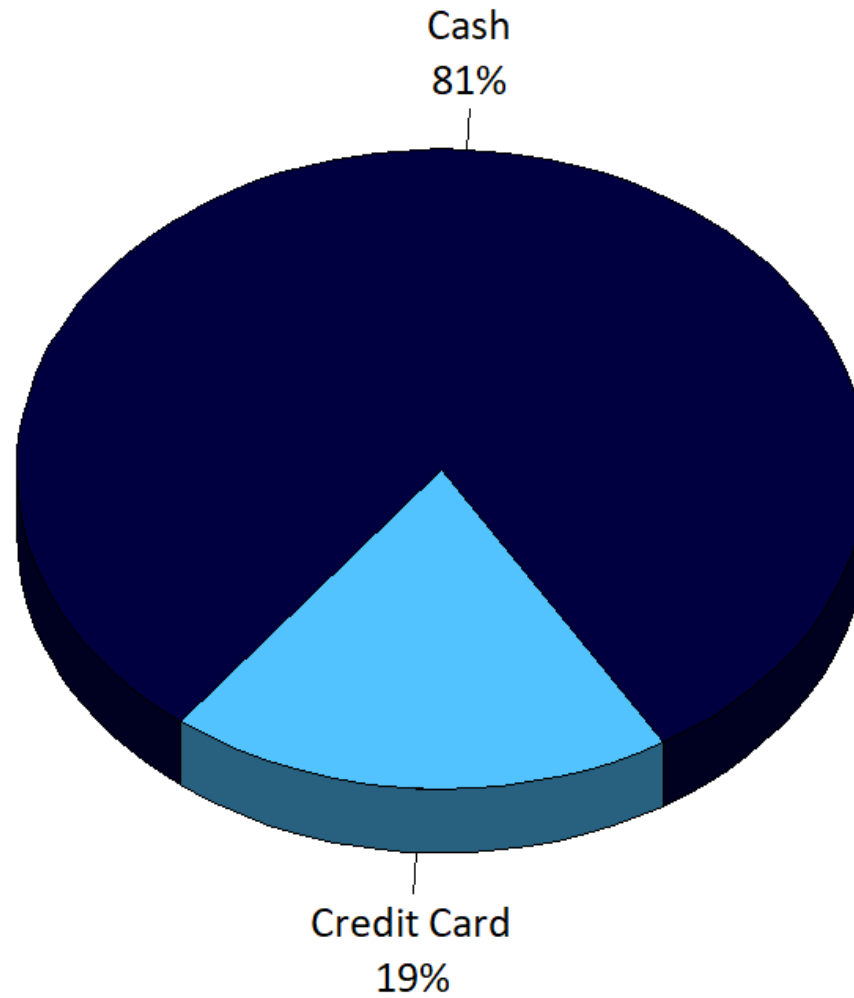
Q8. How did you pay your RAPID fare today?

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



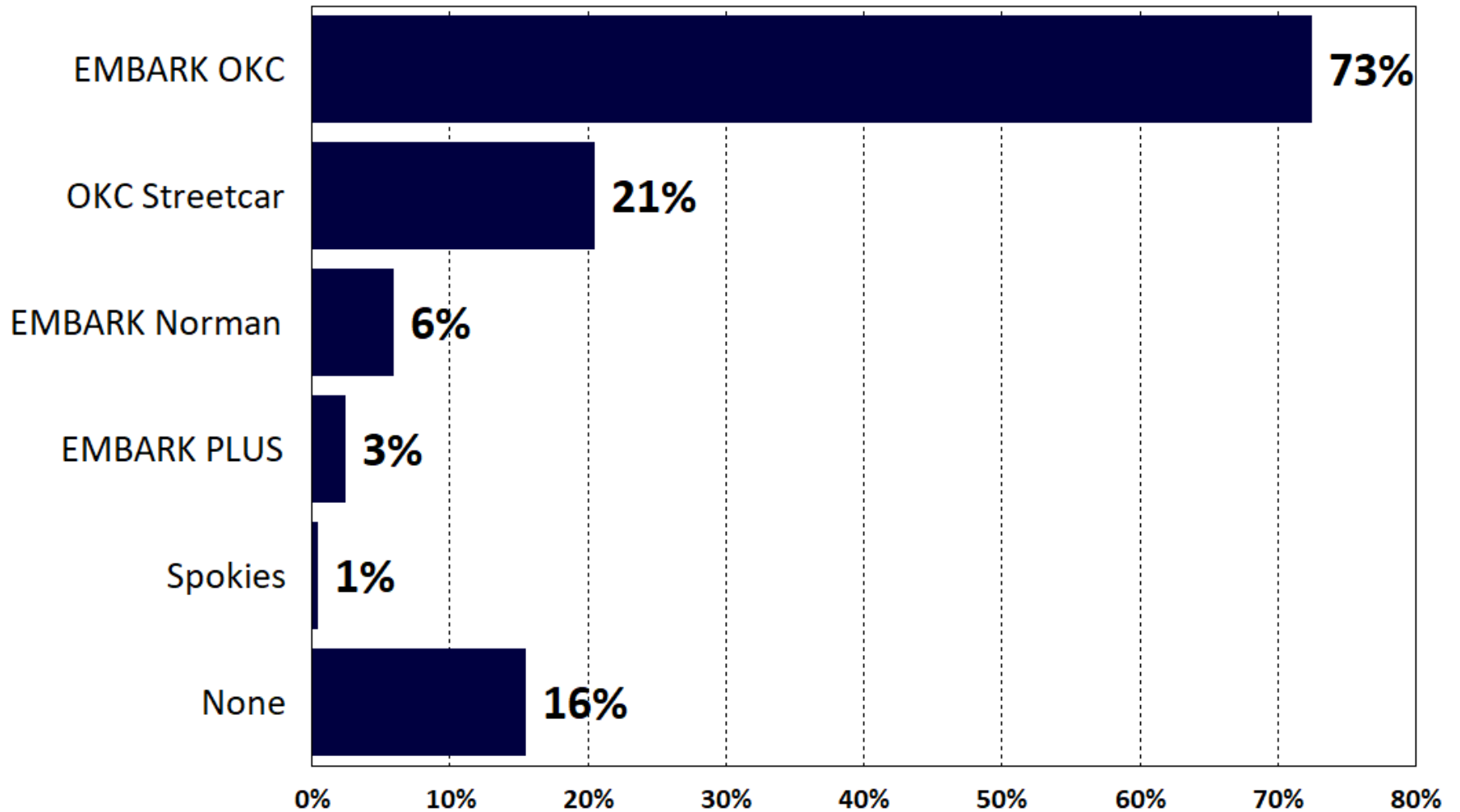
Q8a. How did you pay at the Ticket Kiosk?

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



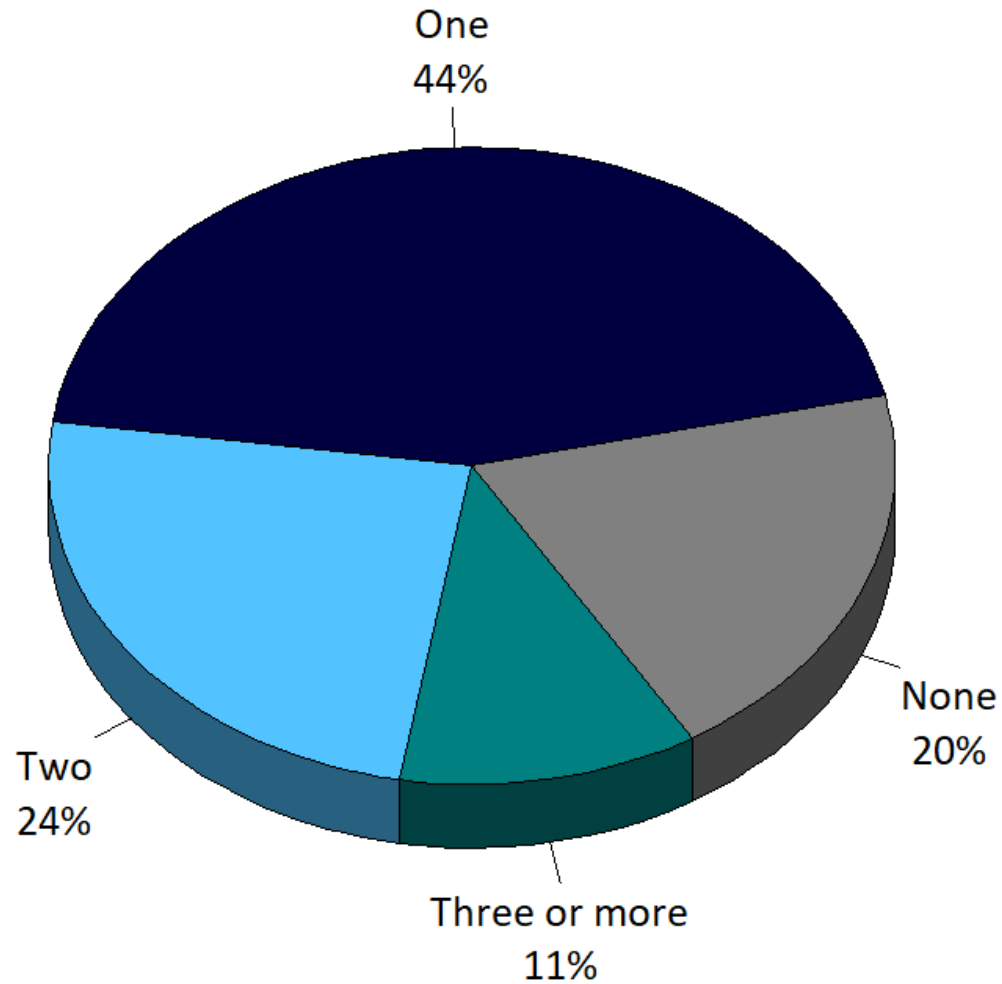
Q9. When you ride RAPID, do you connect to other transit services?

by percentage of riders



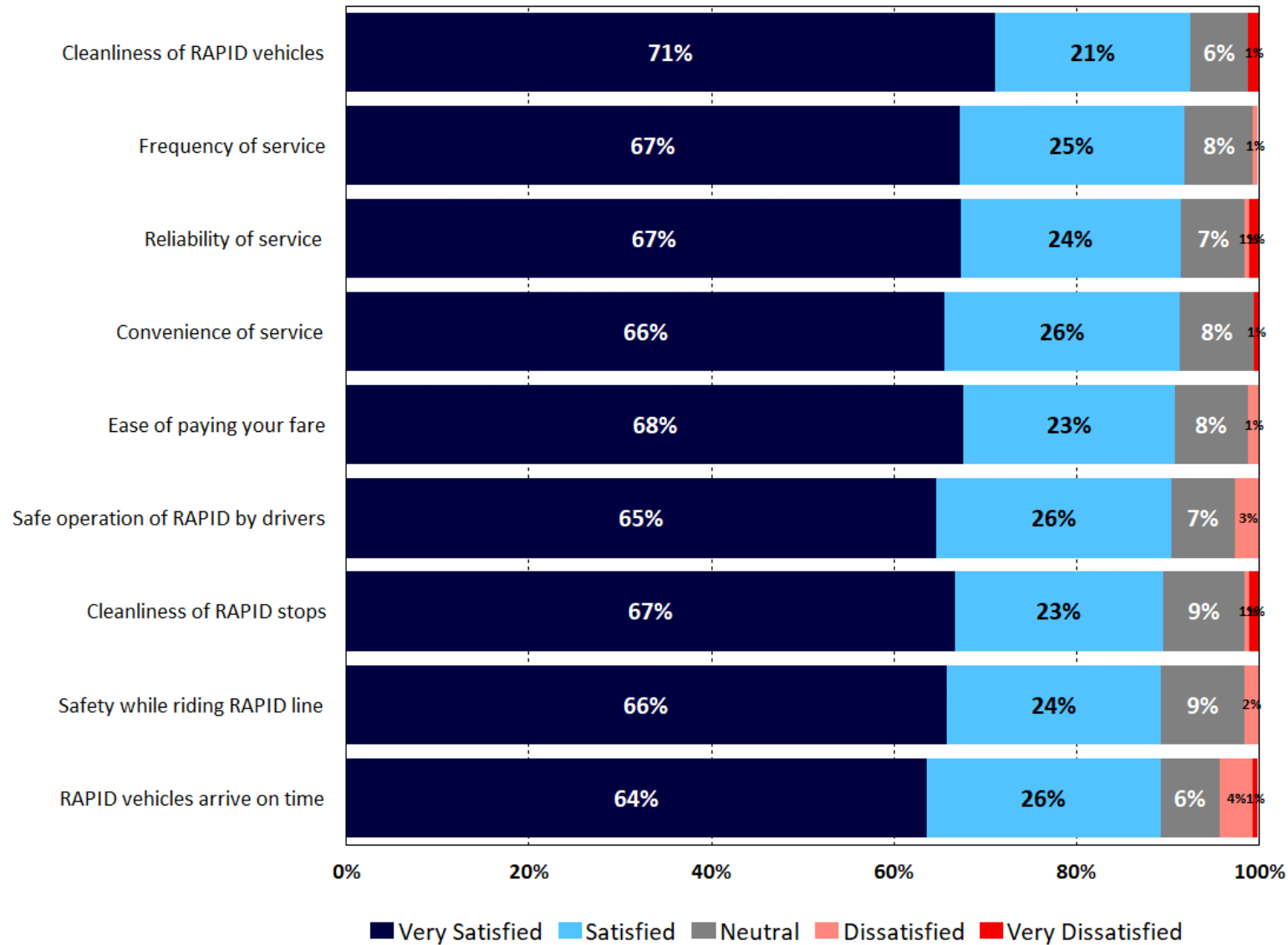
Q9b. If yes, how many transfers will you make to reach your destination?

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



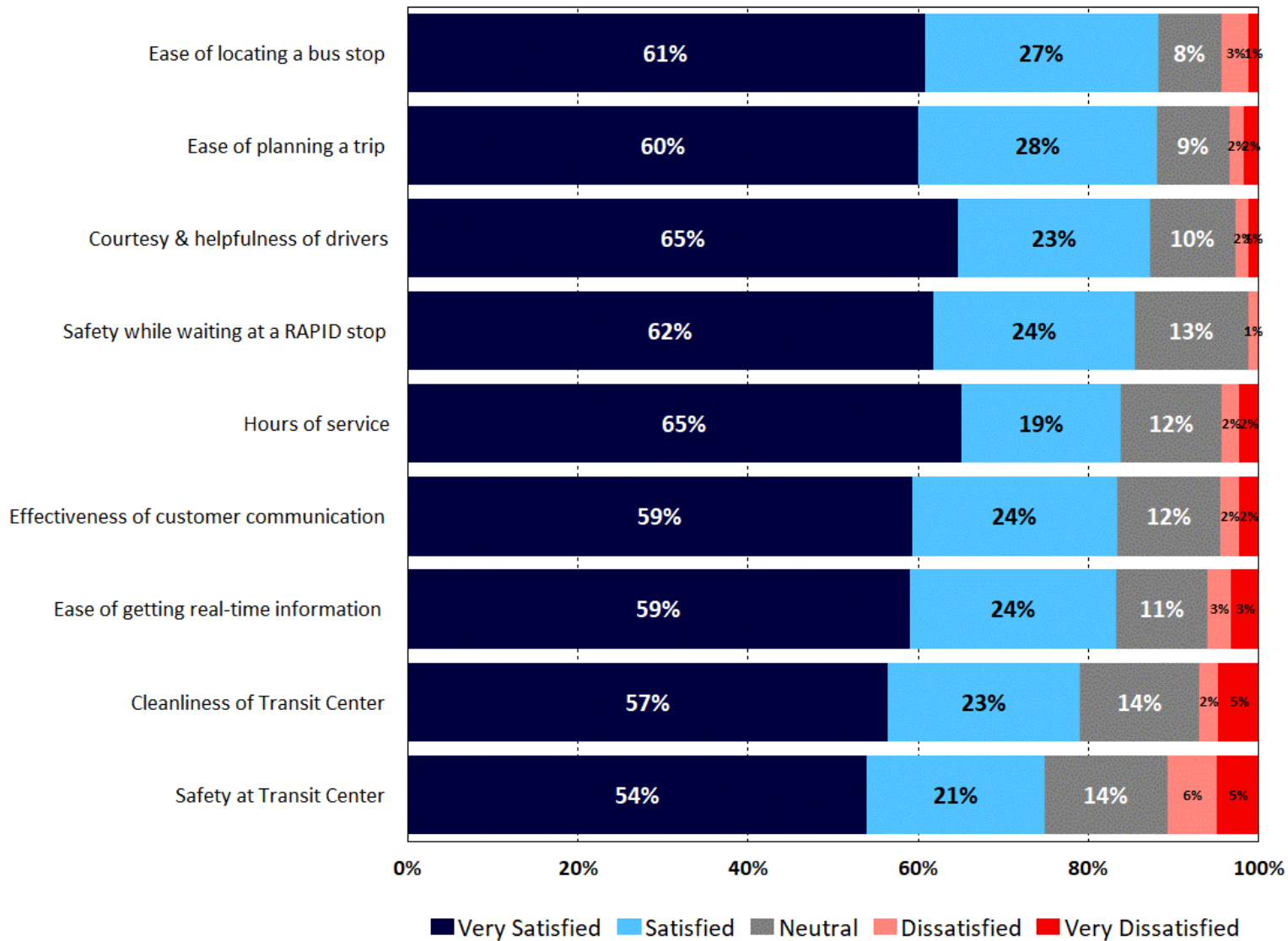
Q10. How would you rate your satisfaction with RAPID's performance in the following areas?

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



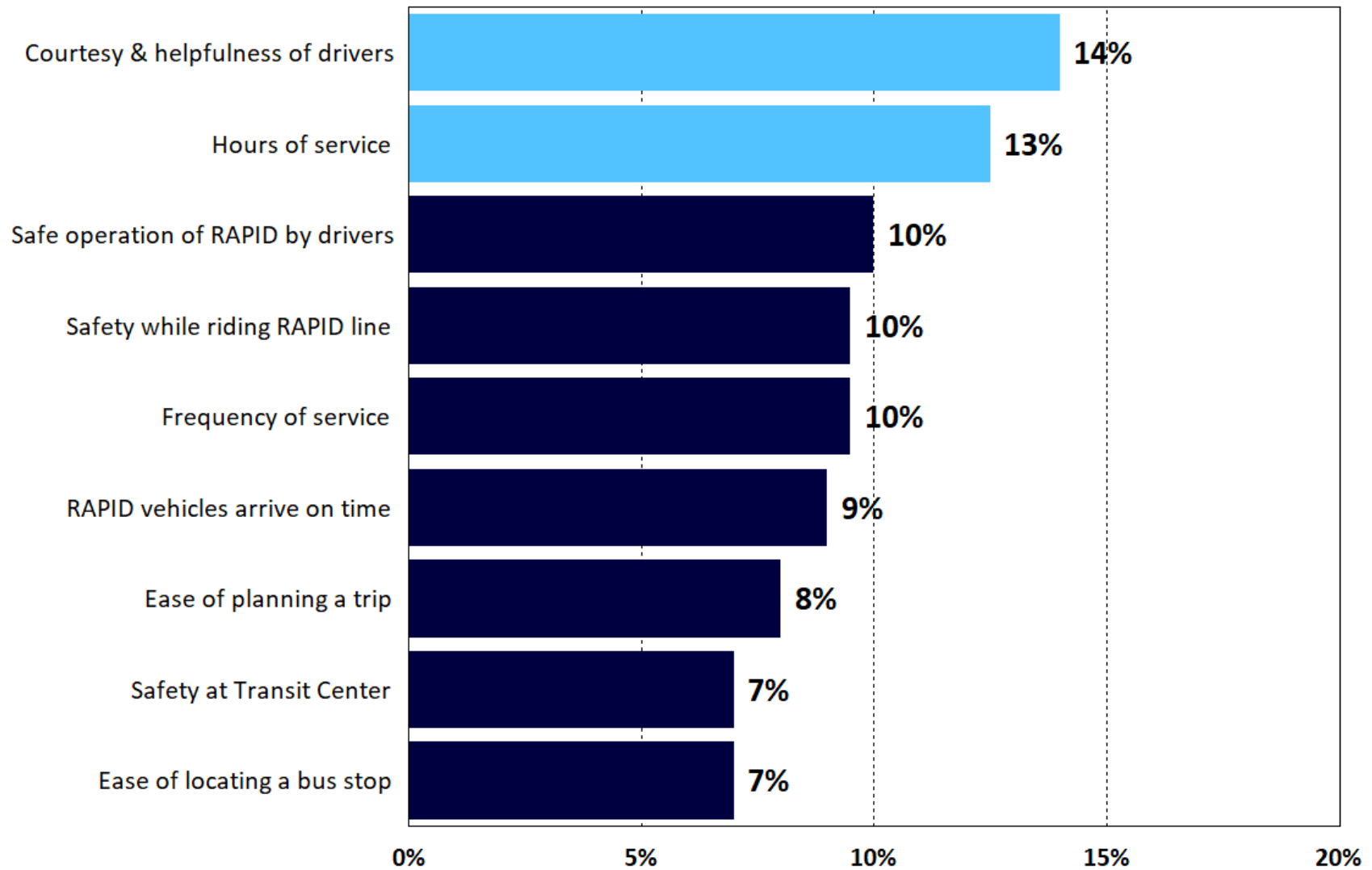
Q10. How would you rate your satisfaction with RAPID's performance in the following areas? (Continued)

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



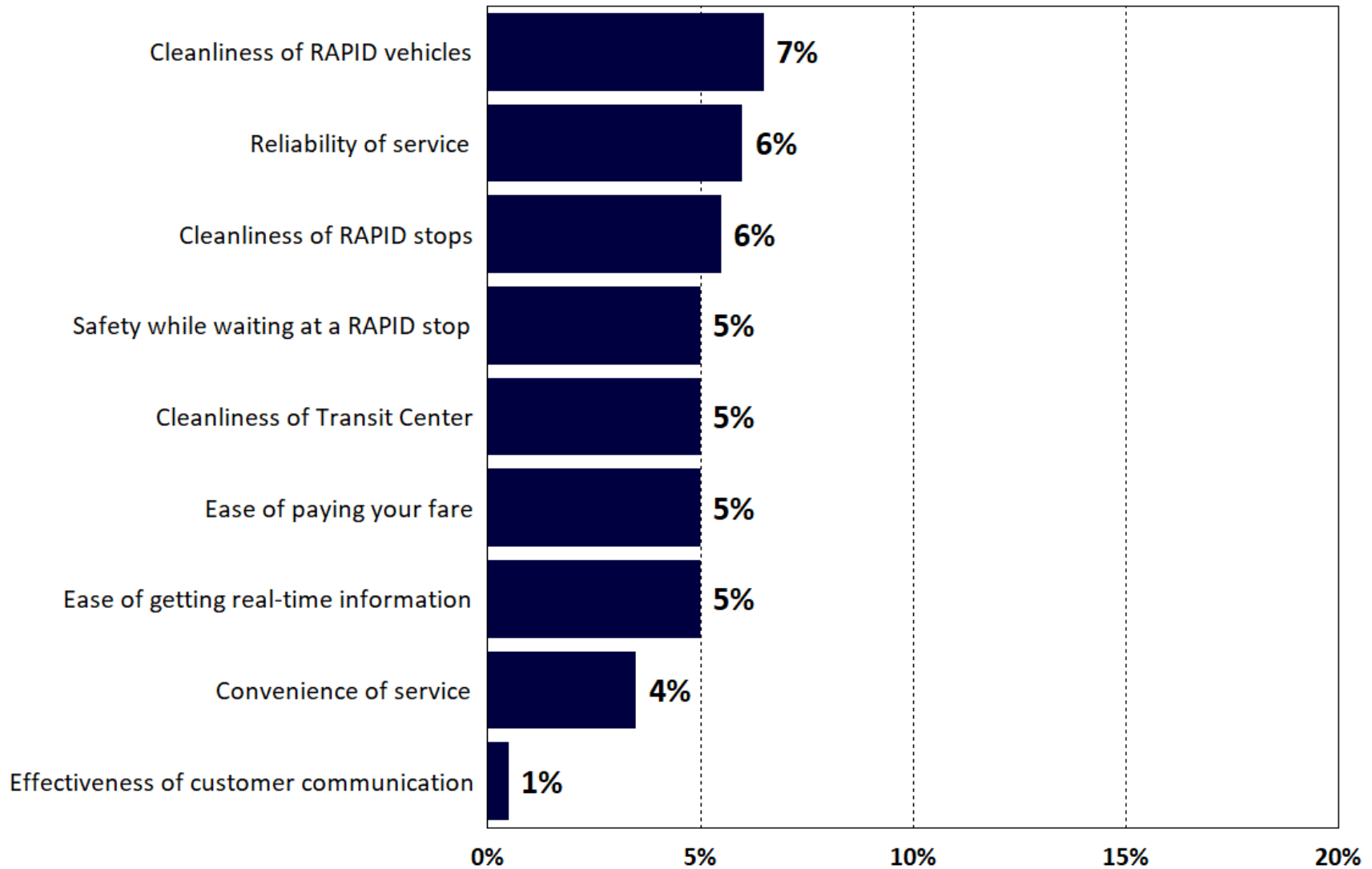
Q10a. From the ratings you gave above, with **THREE** items are most important to you?

by sum percentage of respondents' top three choices



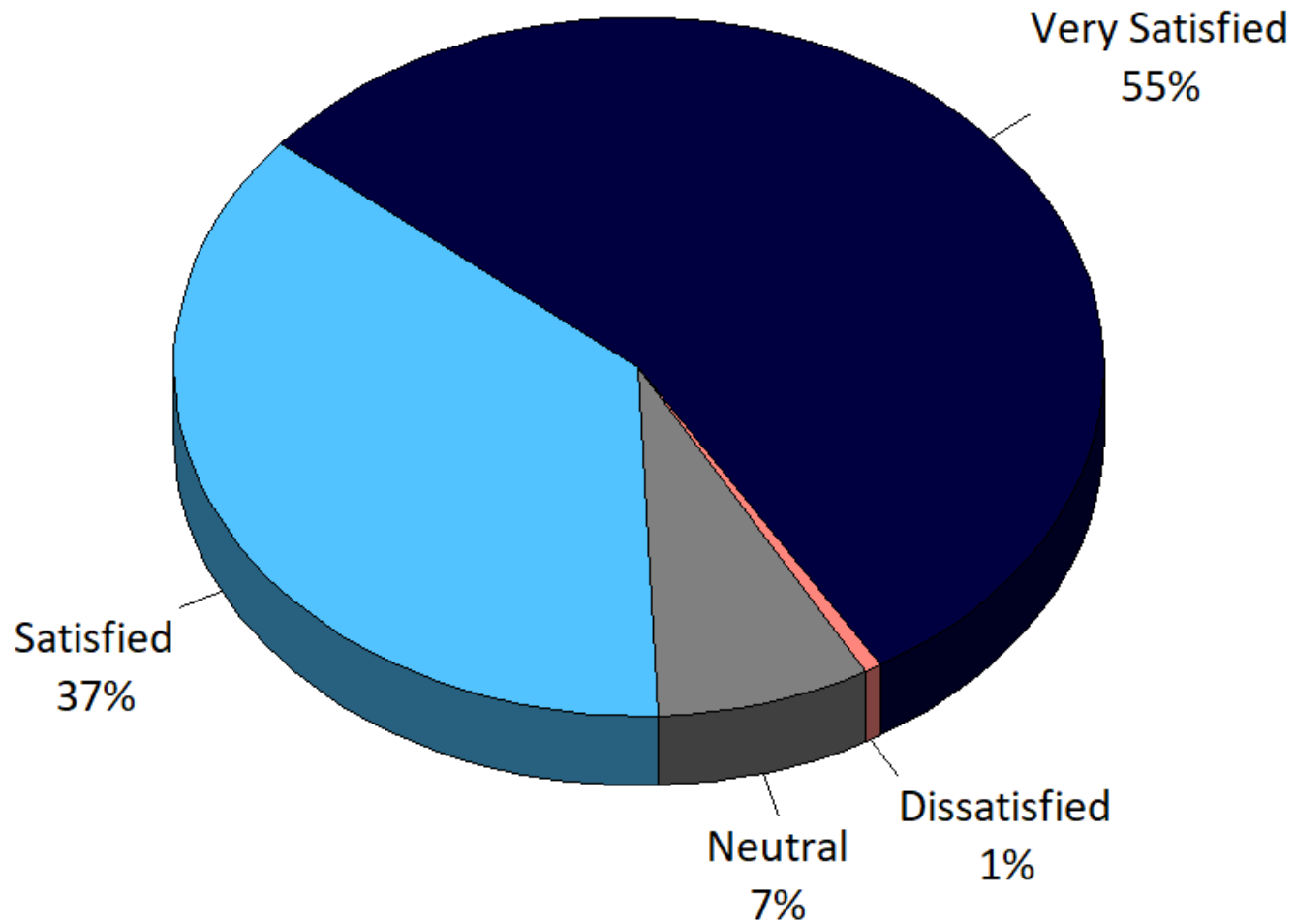
Q10a. From the ratings you gave above, with **THREE** items are most important to you? (Continued)

by sum percentage of respondents' top three choices



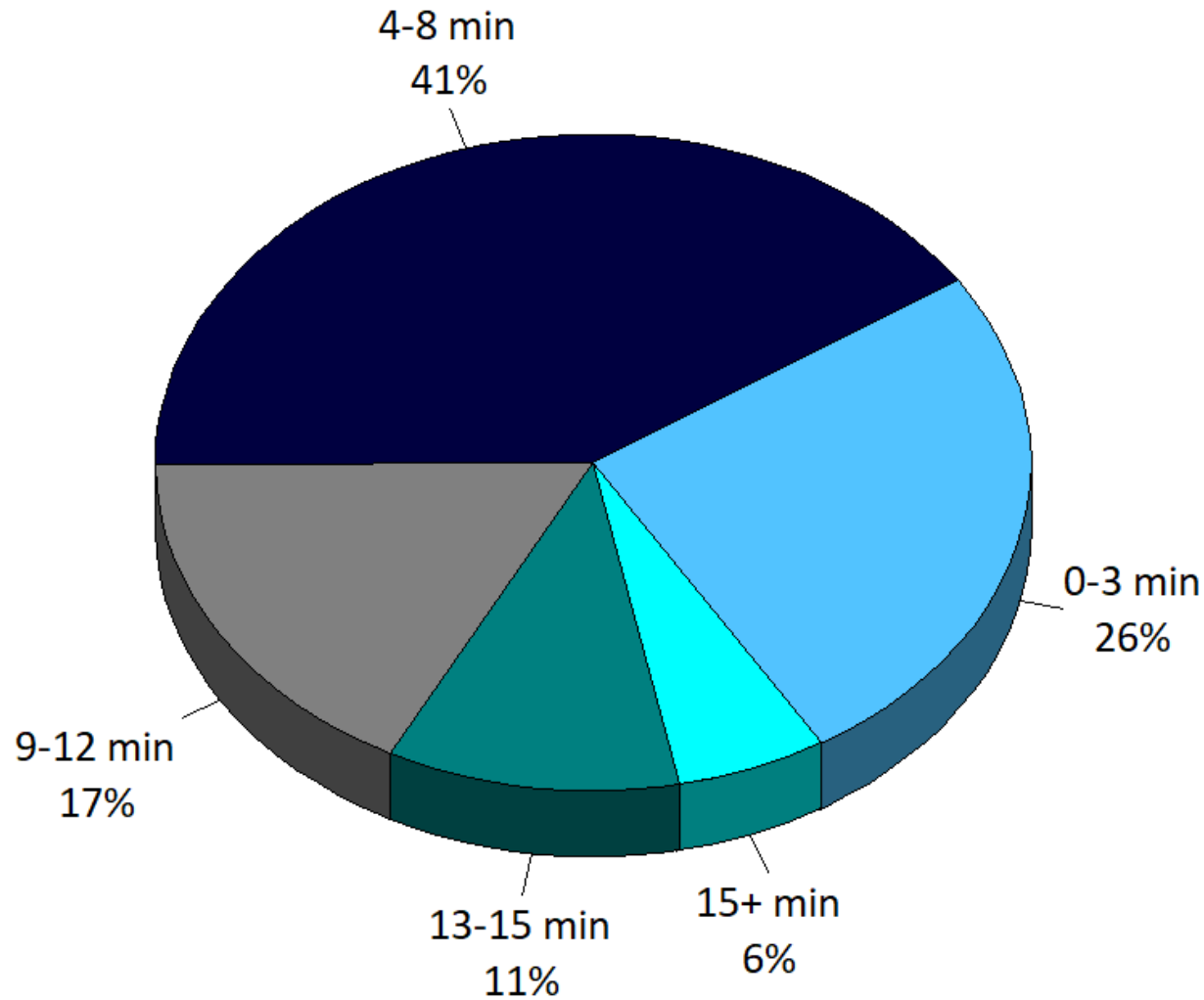
Q11. Overall, how satisfied are you with RAPID?

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



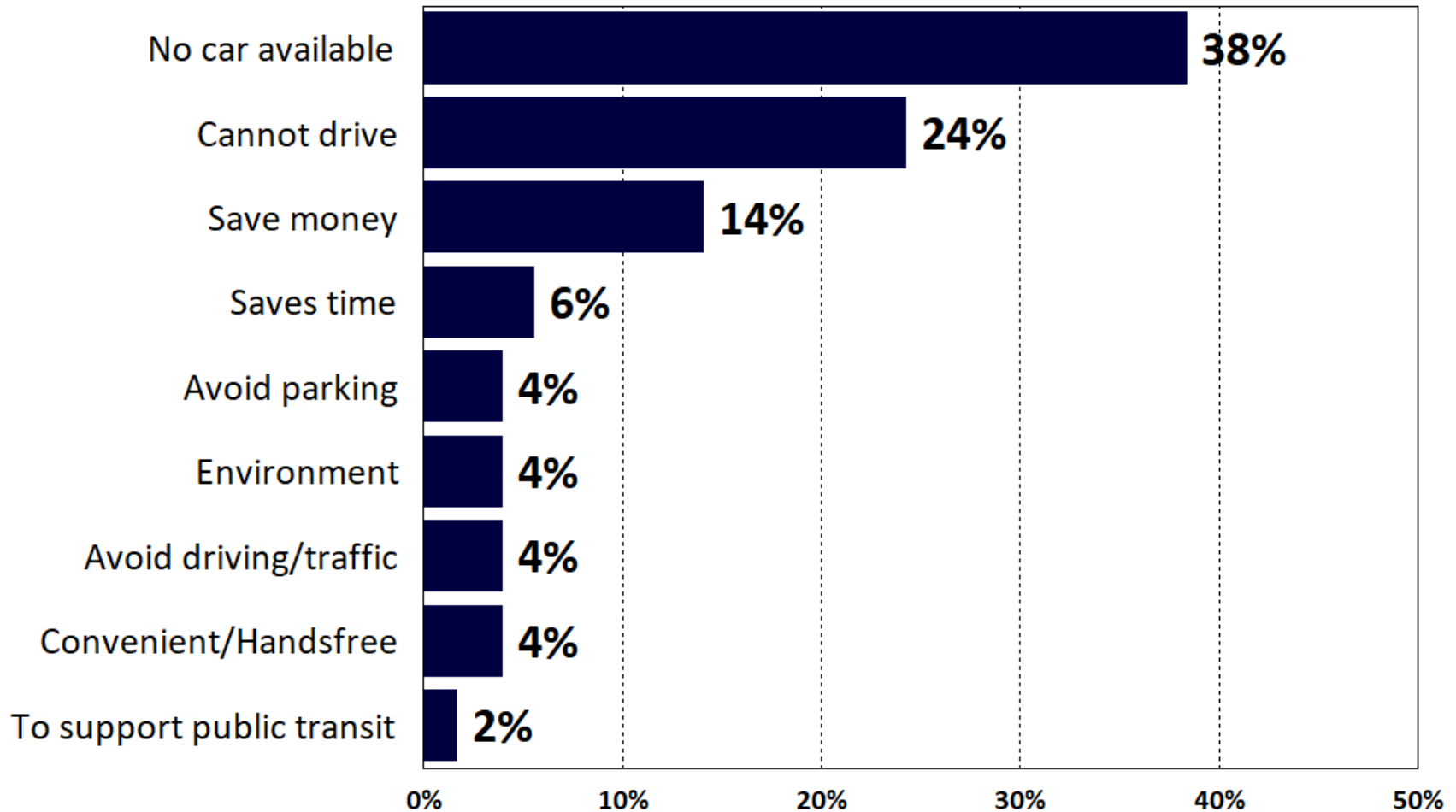
Q12. How many minutes is acceptable for a RAPID vehicle to depart beyond its scheduled time?

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



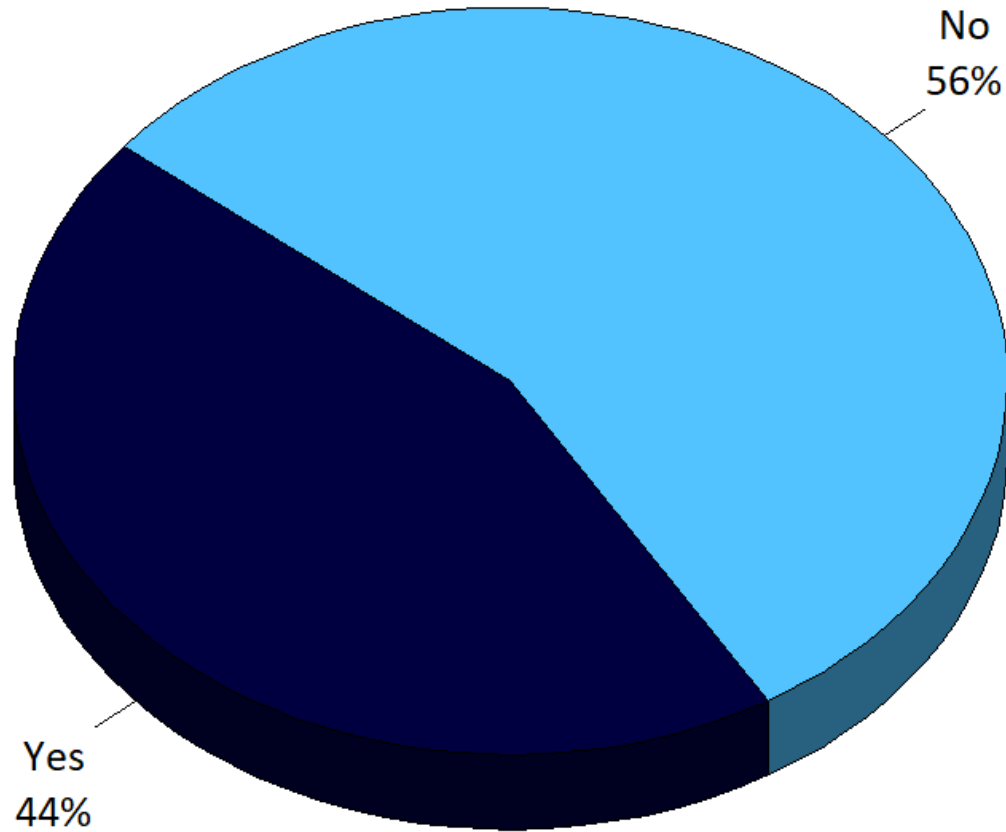
Q13. What is the primary reason you use RAPID for your transportation needs?

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



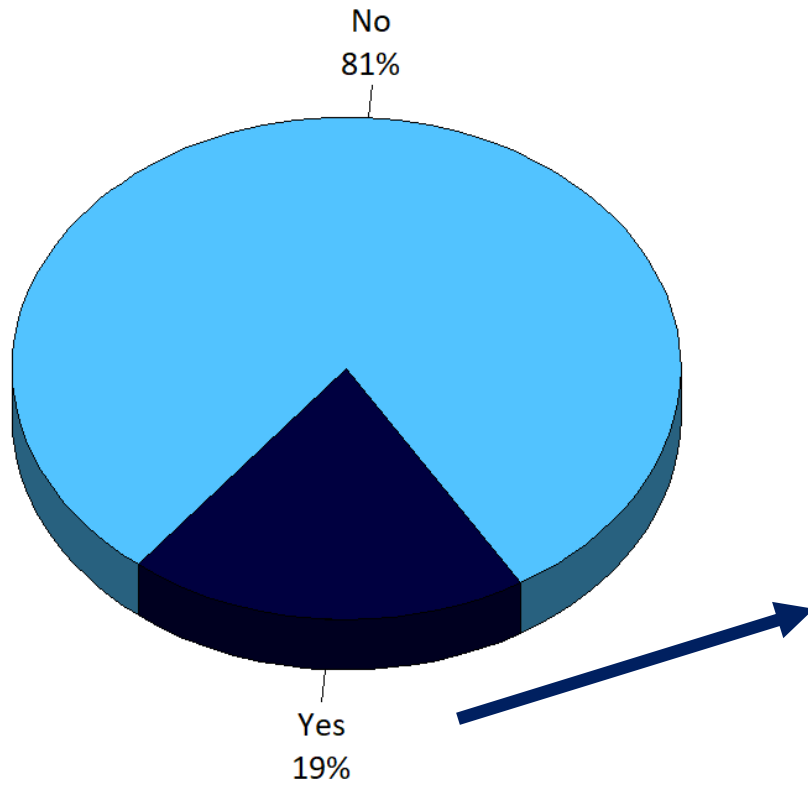
Q14. Do you have a valid driver's license?

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



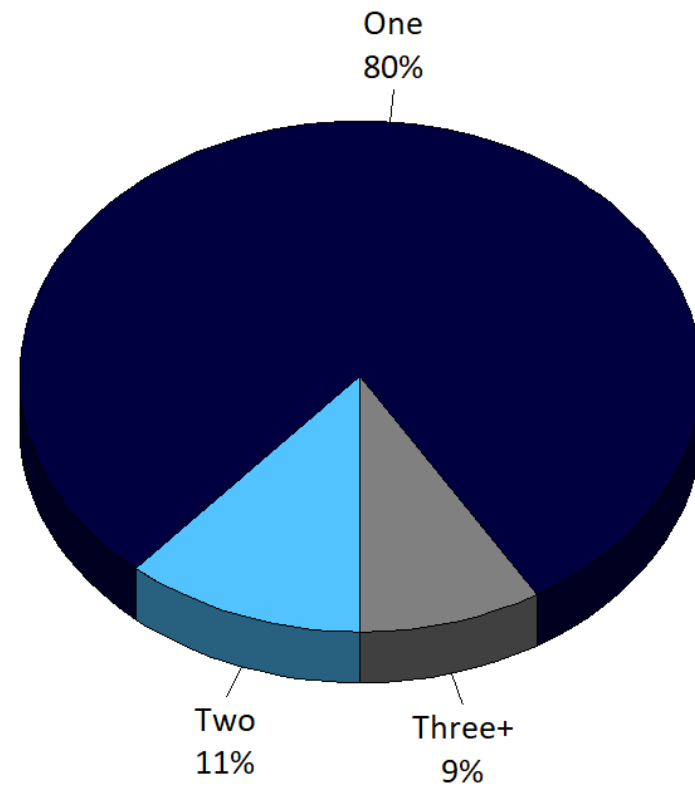
Q15. Do you have a working vehicle that you could have used instead today?

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



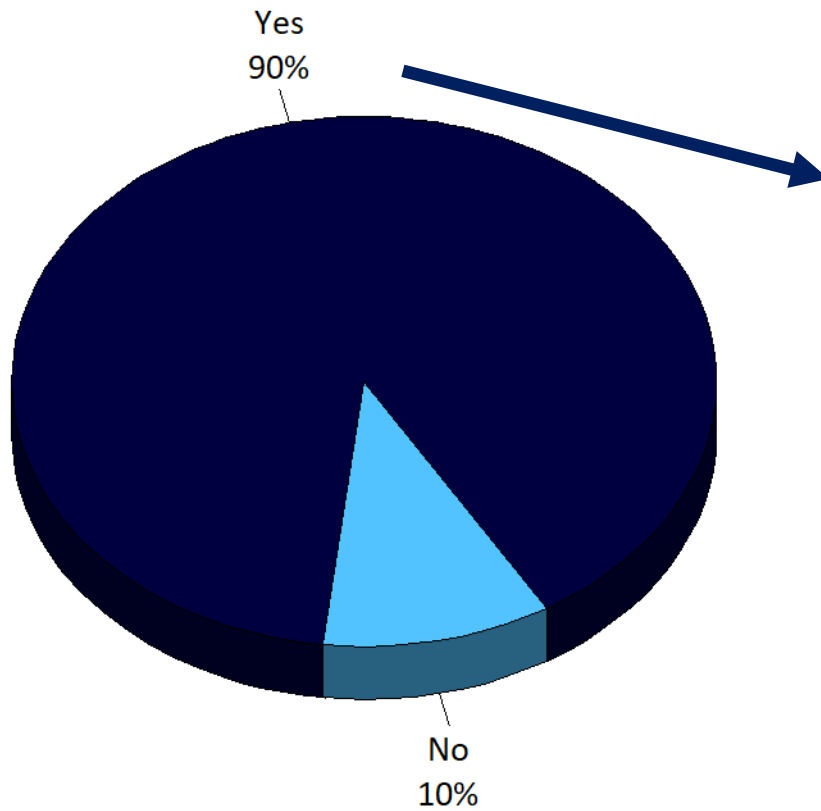
Q15a. If yes, how many?

by percentage of riders who indicated that they have a working vehicle and could have used it instead



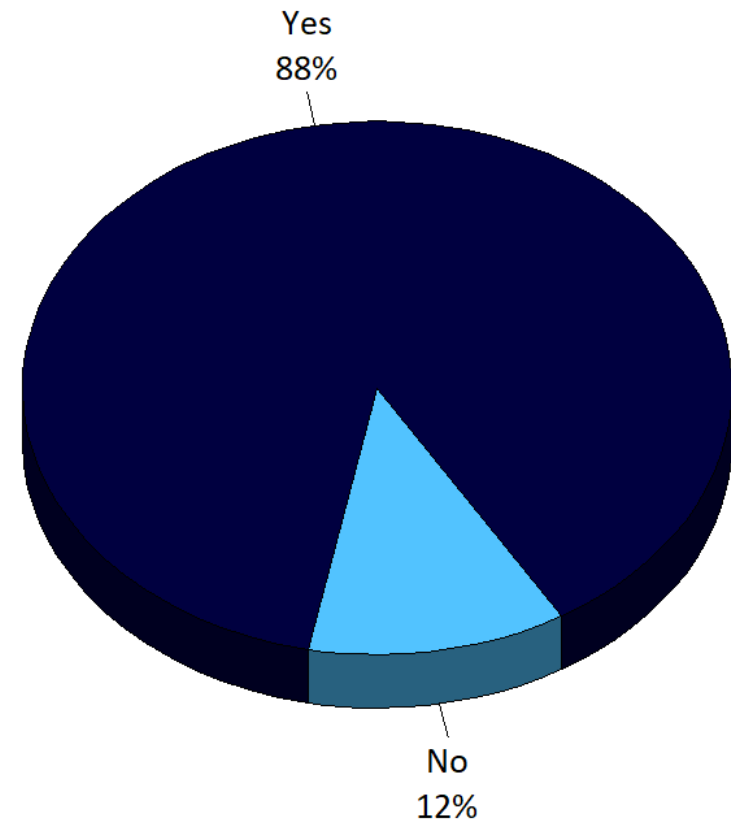
Q16. Do you currently have access to a mobile smartphone?

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



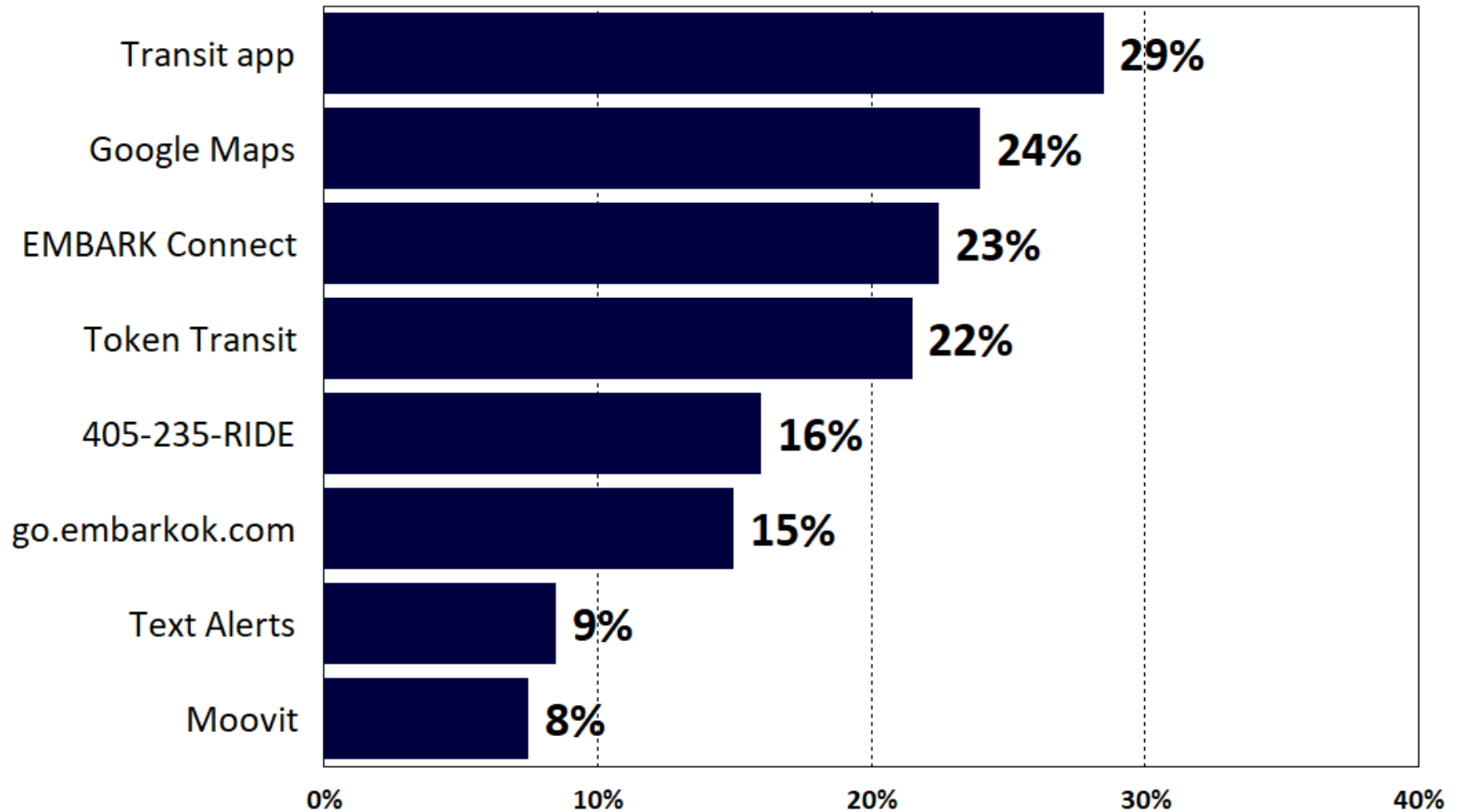
Q16a. If yes, does it have a data plan?

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



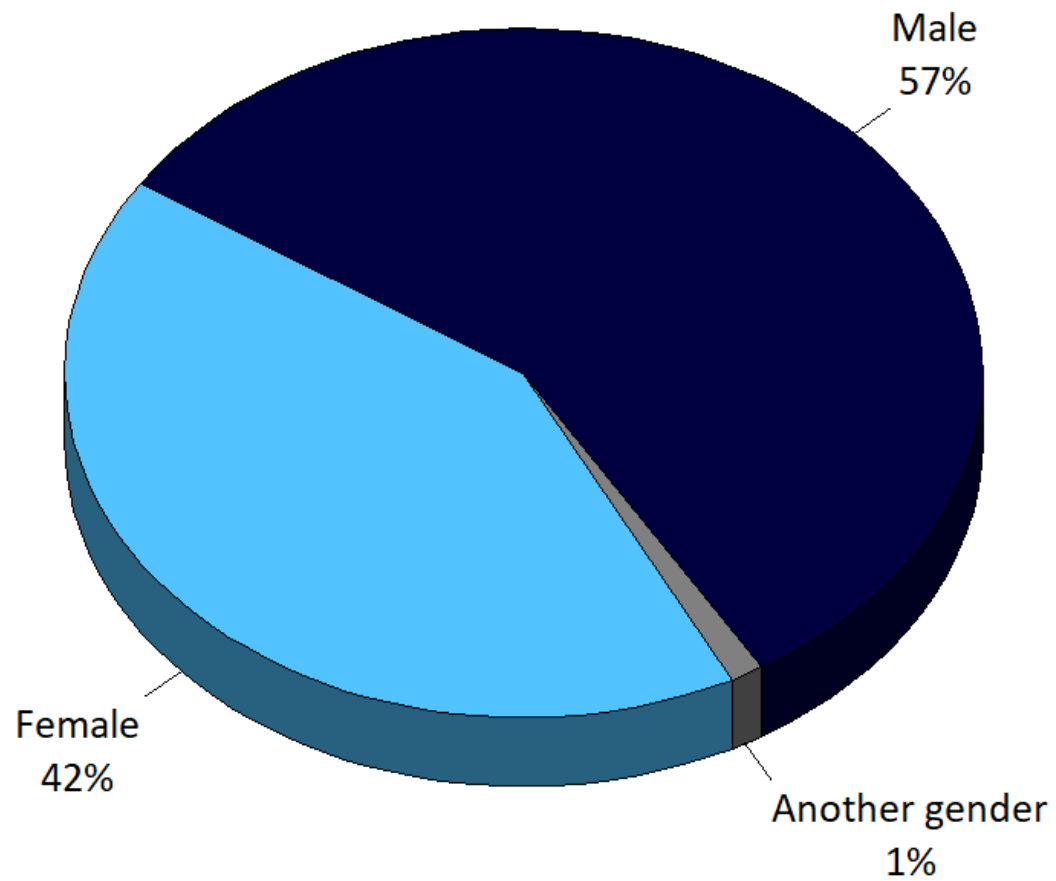
Q17. Have you used any of these rider tools?

by percentage of respondents (multiple choices could be selected)



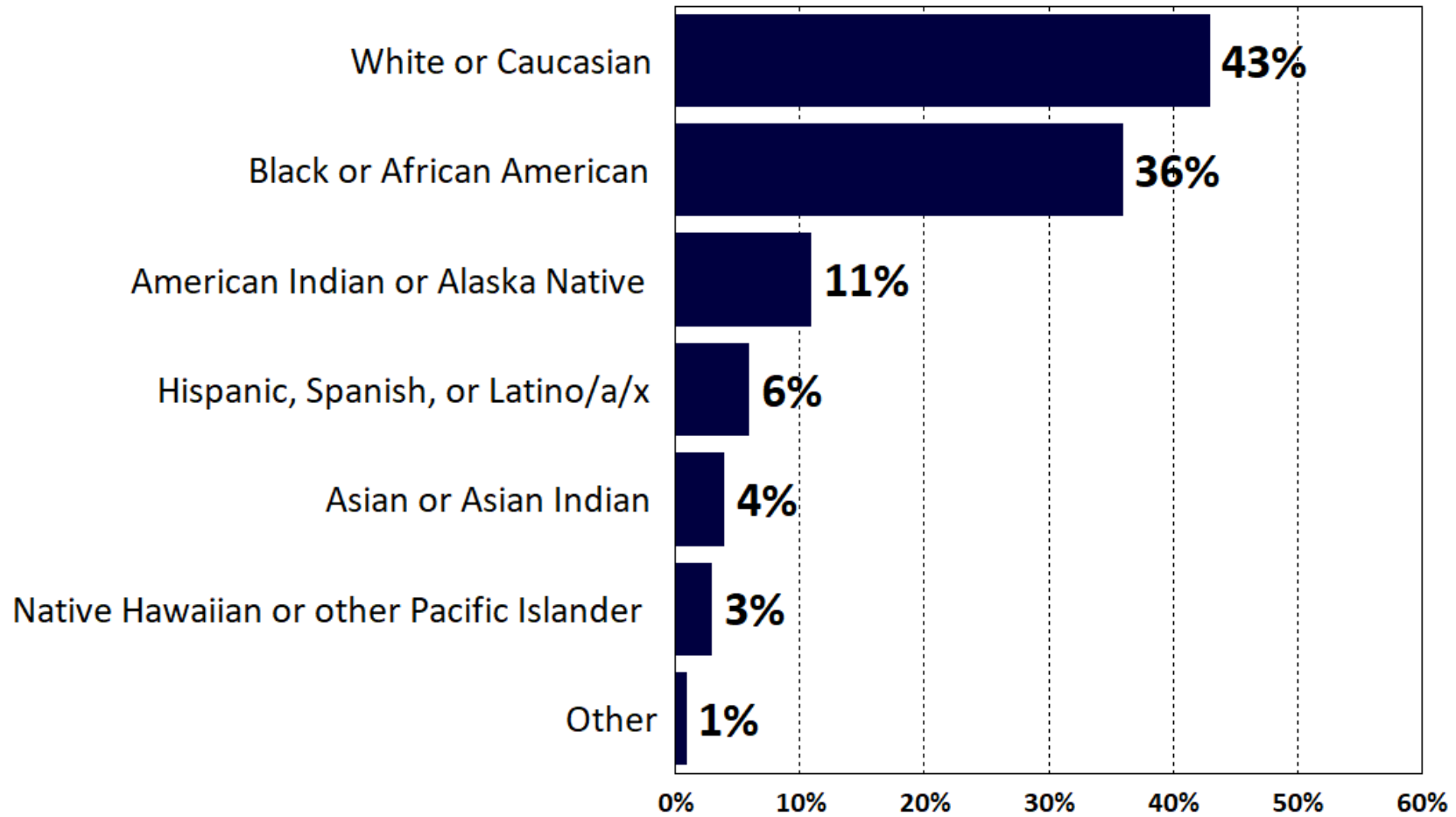
Q18. What is your gender?

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



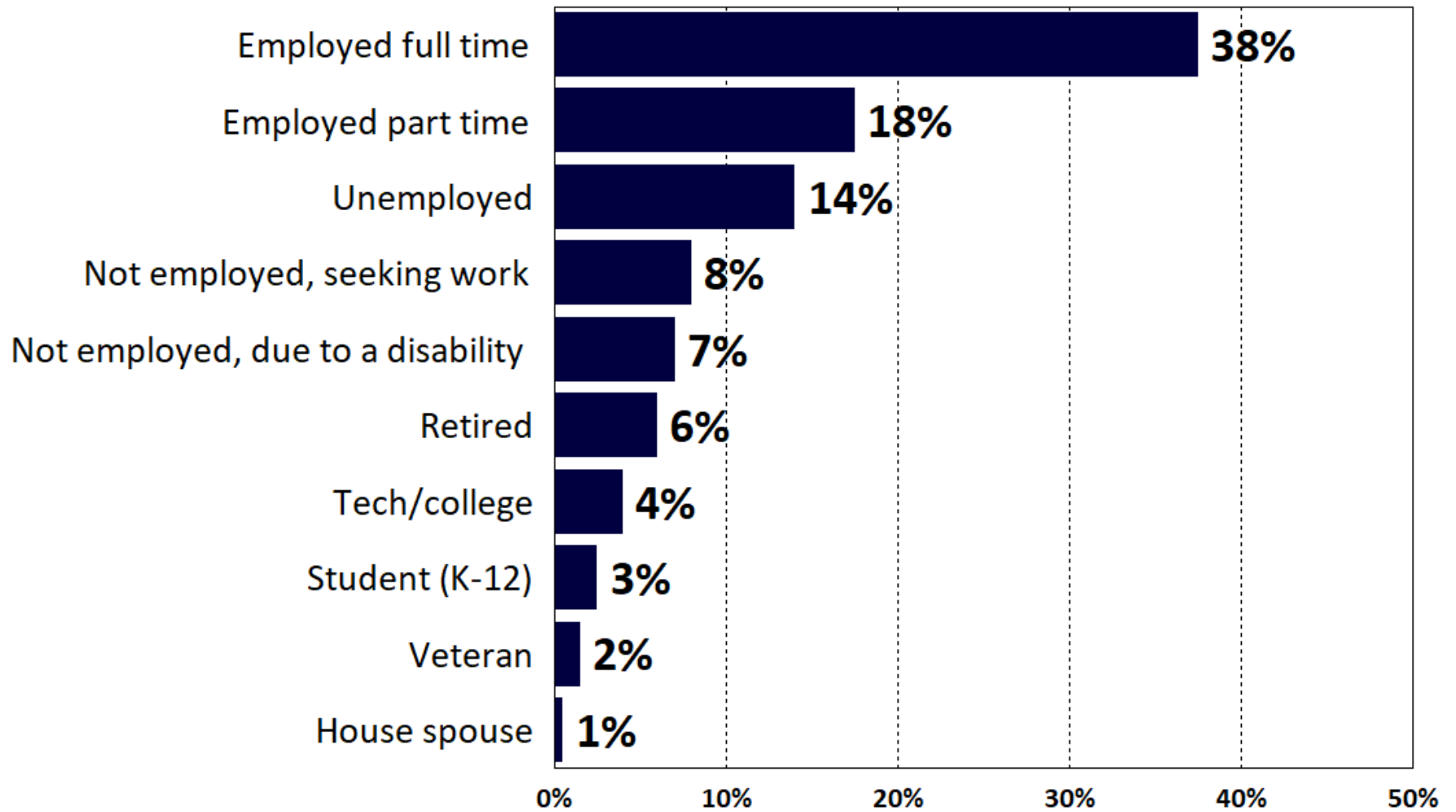
Q19. What is your race?

by percentage of riders (multiple choices could be selected)



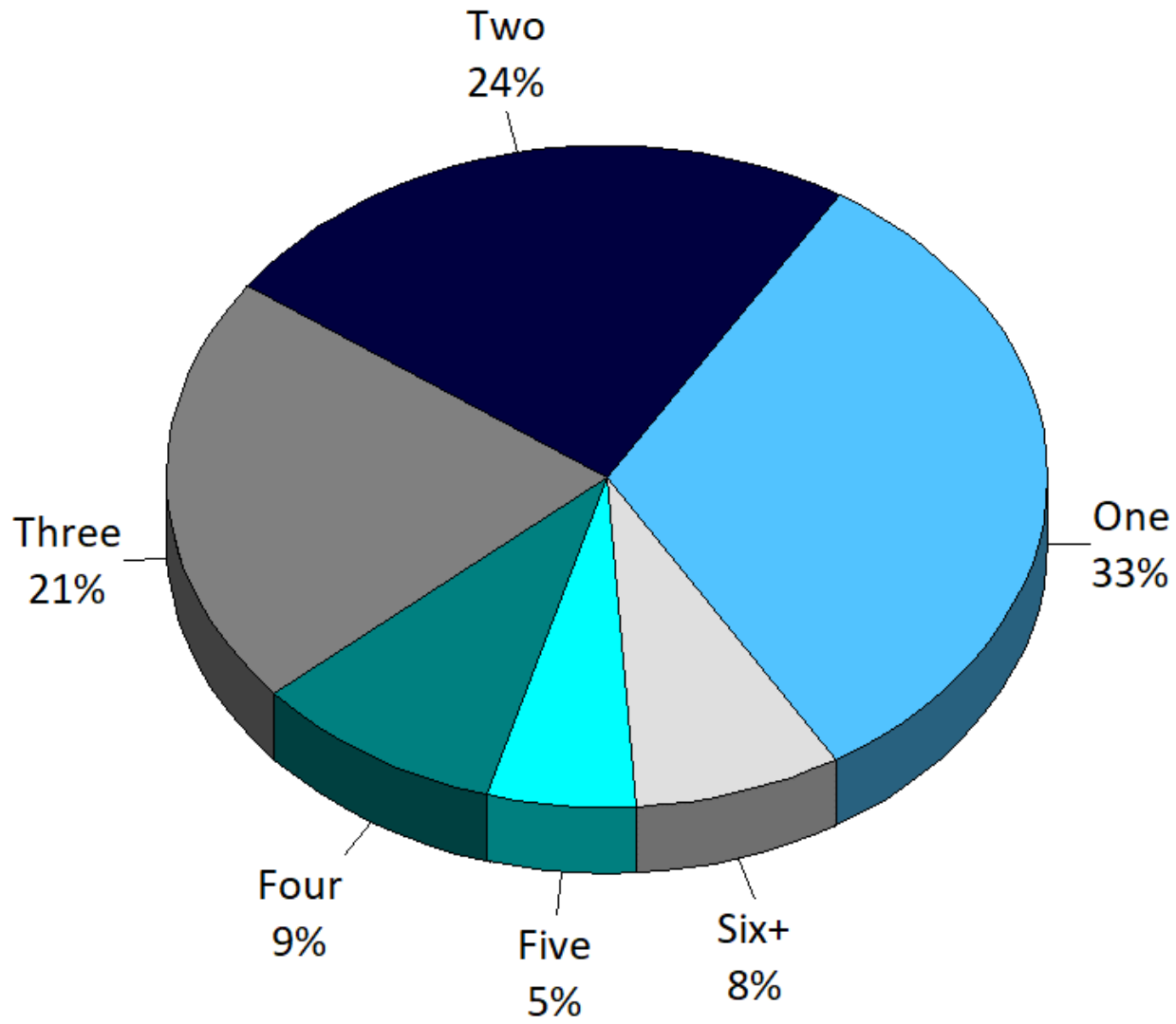
Q20. Are you:

by percentage of riders (multiple choices could be selected)



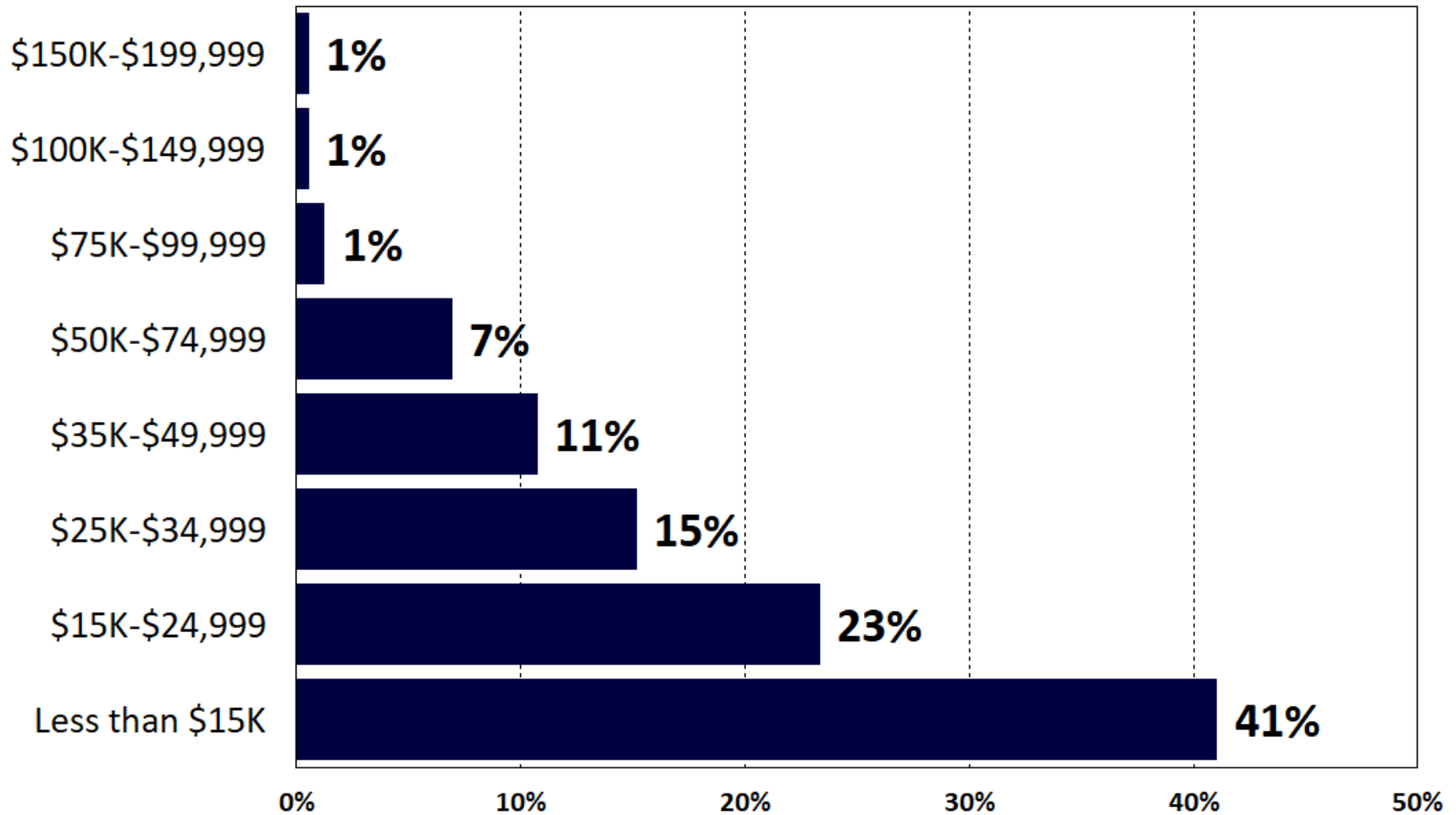
Q21. Including yourself, how many people live in your home?

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



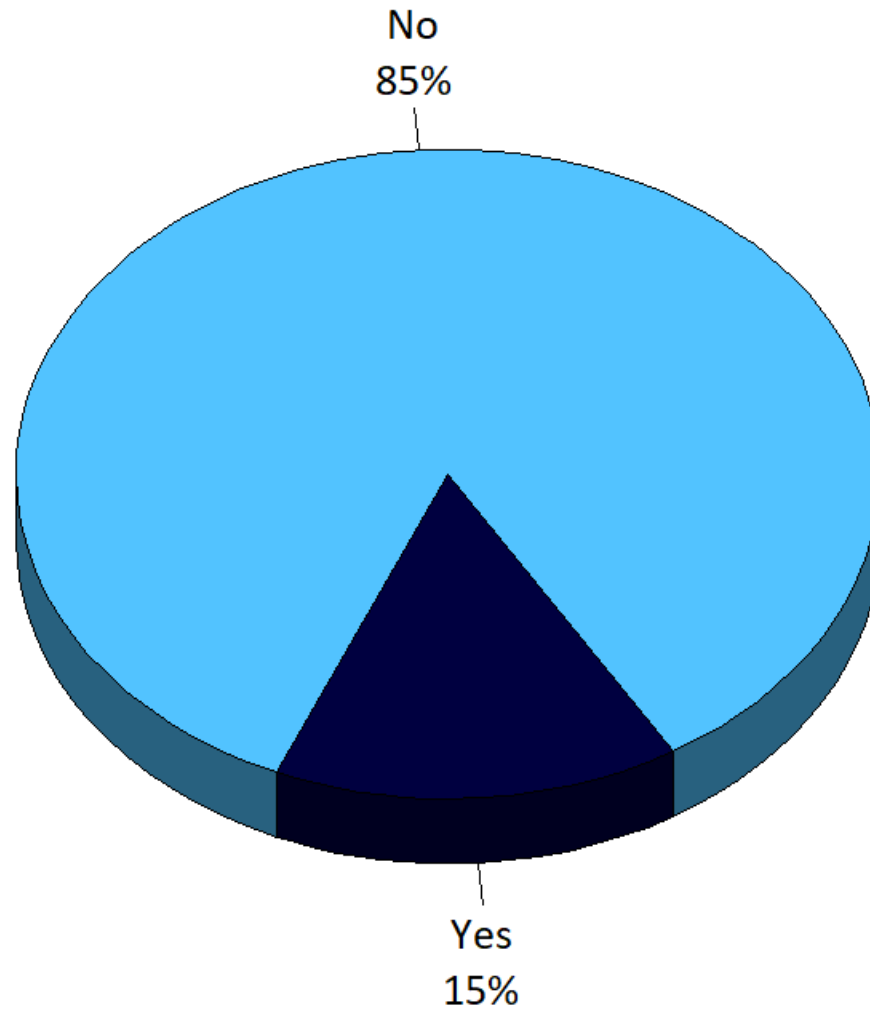
Q22. What was your annual household income in 2023?

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



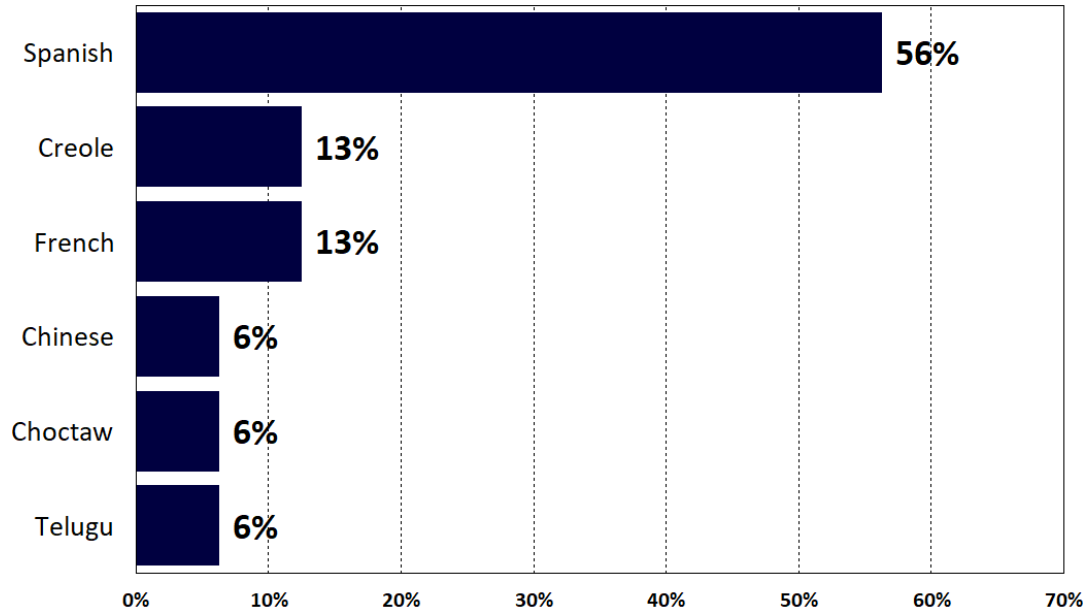
Q23. Do you speak a language at home other than English?

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



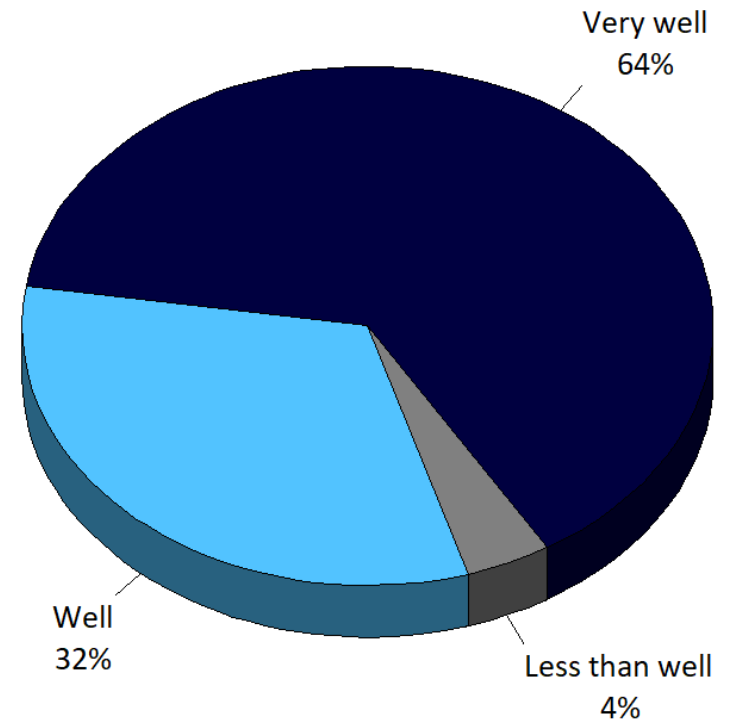
Q23a. Which language do you speak?

by percentage of riders who indicated that speak a language at home other than English



Q23b. How well do you speak English?

by percentage of riders who indicated that speak a language at home other than English (excluding "prefer not to answer" responses)





Importance-Satisfaction Analysis

2024 EMBARK Transit Survey RAPID 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 Rapid 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. Thirteen percent (12.5%) of customers selected *hours of service* as one of the most important services for EMBARK to provide.

Regarding satisfaction, 83.9% of customers rated EMBARK's overall performance regarding the *hours of service*, as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

The I-S rating for *hours of service*, is calculated by multiplying the sum of the most important percentages by one minus the sum of the satisfaction percentages. In this example 12.5% was multiplied by 16.1% (1-0.839). This calculation yielded an I-S rating of 0.0201 which ranked first out of the eighteen services and initiatives provided by EMBARK that were analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the year and 0% indicate they are positively satisfied with the delivery of the service.

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

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

Interpreting the Ratings

Ratings that are at or near 0.02 identify areas that should receive significantly more emphasis over the next year. Ratings at or near .01 identify service areas that should receive increased emphasis. Lower rating areas should continue to receive the current level of emphasis.

The results for EMBARK Rapid is provided on the following page.

Importance-Satisfaction Analysis Ratings

2024 EMBARK RAPID Rider Survey

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
Hours of service	12.5%	2	83.9%	14	0.0201	1
Courtesy & helpfulness of drivers	14.0%	1	87.3%	12	0.0178	2
Safety at Transit Center	7.0%	8	74.9%	18	0.0176	3
Cleanliness of Transit Center	5.0%	14	79.1%	17	0.0105	4
Safety while riding RAPID line	9.5%	4	89.3%	8	0.0102	5
RAPID vehicles arrive on time	9.0%	6	89.3%	9	0.0096	6
Safe operation of RAPID by drivers	10.0%	3	90.4%	6	0.0096	7
Ease of planning a trip	8.0%	7	88.1%	11	0.0095	8
Ease of getting real-time information	5.0%	16	83.3%	16	0.0084	9
Ease of locating a bus stop	7.0%	9	88.2%	10	0.0083	10
Frequency of service	9.5%	5	91.9%	2	0.0077	11
Safety while waiting at a RAPID stop	5.0%	13	85.5%	13	0.0073	12
Cleanliness of RAPID stops	5.5%	12	89.5%	7	0.0058	13
Reliability of service	6.0%	11	91.5%	3	0.0051	14
Cleanliness of RAPID vehicles	6.5%	10	92.5%	1	0.0049	15
Ease of paying your fare	5.0%	15	90.8%	5	0.0046	16
Convenience of service	3.5%	17	91.4%	4	0.0030	17
Effectiveness of customer communication	0.5%	18	83.5%	15	0.0008	18

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

Satisfaction %: The sum of the ratings “4” and “5” excluding “don’t knows.” Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with “5” being very satisfied and “1” being very dissatisfied.



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Tabular Data: RAPID Survey

Q1. How often do you usually ride RAPID?

<u>Q1. How often do you usually ride RAPID</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	84	42.0 %
3-4 days per week	46	23.0 %
1-2 days per week	28	14.0 %
A few days per month	26	13.0 %
Less than once a month	14	7.0 %
Not provided	2	1.0 %
Total	200	100.0 %

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

<u>Q1. How often do you usually ride RAPID</u>	<u>Number</u>	<u>Percent</u>
5+ days per week	84	42.4 %
3-4 days per week	46	23.2 %
1-2 days per week	28	14.1 %
A few days per month	26	13.1 %
Less than once a month	14	7.1 %
Total	198	100.0 %

Q2. Before RAPID, did you ride other EMBARK services?

<u>Q2. Did you ride other EMBARK services before RAPID</u>	<u>Number</u>	<u>Percent</u>
Yes, often	108	54.0 %
Yes, occasionally	56	28.0 %
No, I'm new to transit in OKC	34	17.0 %
Not provided	2	1.0 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q2. Before RAPID, did you ride other EMBARK services? (without "not provided")**

Q2. Did you ride other EMBARK services before

RAPID	Number	Percent
Yes, often	108	54.5 %
Yes, occasionally	56	28.3 %
No, I'm new to transit in OKC	34	17.2 %
Total	198	100.0 %

Q2a. If "yes," how long have you been riding transit in the OKC area?

Q2a. How long have you been riding transit in

OKC area	Number	Percent
This is my first time	3	1.8 %
6 months or less	18	11.0 %
6 months to a year	28	17.1 %
1-2 years	36	22.0 %
More than 2 years	73	44.5 %
Not provided	6	3.7 %
Total	164	100.0 %

WITHOUT NOT PROVIDED**Q2a. If "yes," how long have you been riding transit in the OKC area? (without "not provided")**

Q2a. How long have you been riding transit in

OKC area	Number	Percent
This is my first time	3	1.9 %
6 months or less	18	11.4 %
6 months to a year	28	17.7 %
1-2 years	36	22.8 %
More than 2 years	73	46.2 %
Total	158	100.0 %

Q3. Will you still use RAPID one year from now?

Q3. Will you still use RAPID one year from now	Number	Percent
Yes	141	70.5 %
No	8	4.0 %
Maybe	50	25.0 %
Not provided	1	0.5 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q3. Will you still use RAPID one year from now? (without "not provided")**

Q3. Will you still use RAPID one year from now	Number	Percent
Yes	141	70.9 %
No	8	4.0 %
Maybe	50	25.1 %
Total	199	100.0 %

Q4. Are you interested in riding RAPID Northeast?

Q4. Are you interested in riding RAPID Northeast	Number	Percent
Yes	148	74.0 %
No	10	5.0 %
Maybe	38	19.0 %
Not provided	4	2.0 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q4. Are you interested in riding RAPID Northeast? (without "not provided")**

Q4. Are you interested in riding RAPID Northeast	Number	Percent
Yes	148	75.5 %
No	10	5.1 %
Maybe	38	19.4 %
Total	196	100.0 %

Q5. Are you interested in riding RAPID South?

Q5. Are you interested in riding RAPID South	Number	Percent
Yes	143	71.5 %
No	16	8.0 %
Maybe	33	16.5 %
Not provided	8	4.0 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q5. Are you interested in riding RAPID South? (without "not provided")**

Q5. Are you interested in riding RAPID South	Number	Percent
Yes	143	74.5 %
No	16	8.3 %
Maybe	33	17.2 %
Total	192	100.0 %

Q6. What primary purposes do you ride RAPID most frequently?

Q6. Primary purposes you ride RAPID most frequently	Number	Percent
Work	46	23.0 %
School (Tech, College, University)	2	1.0 %
Social Service	6	3.0 %
Shopping/Errands	97	48.5 %
Groceries/Getting Necessities/Dining Out	65	32.5 %
Entertainment/Social Recreation	22	11.0 %
Medical	37	18.5 %
Meeting	18	9.0 %
Other	6	3.0 %
Total	299	

Q6-1. Zip code of workplace:

Q6-1. Zip code of workplace	Number	Percent
73112	8	27.6 %
73102	4	13.8 %
73106	2	6.9 %
73120	2	6.9 %
73008	2	6.9 %
73118	2	6.9 %
73103	2	6.9 %
73159	1	3.4 %
73131	1	3.4 %
75141	1	3.4 %
73104	1	3.4 %
73028	1	3.4 %
73107	1	3.4 %
73109	1	3.4 %
Total	29	100.0 %

Q6-1. Name of workplace:

<u>Q6-1. Name of workplace</u>	<u>Number</u>	<u>Percent</u>
WALMART	2	10.5 %
SONIC	2	10.5 %
CROSSROADS	1	5.3 %
STOCK AND BOND STEAKHOUSE	1	5.3 %
TROPICAL SMOOTHIE	1	5.3 %
CASEYS	1	5.3 %
SPAGHETTI PLACE	1	5.3 %
PENN SQUARE MALL	1	5.3 %
ECO TEX	1	5.3 %
OU HOSPITAL	1	5.3 %
MIDFIRE BANK CORP	1	5.3 %
DEL TACO	1	5.3 %
CURBSIDE FLOWERS	1	5.3 %
KFC	1	5.3 %
HUBBELL	1	5.3 %
HOMELESS ALLIANCE	1	5.3 %
DEM SQUARE	1	5.3 %
Total	19	100.0 %

Q6-3. School:

<u>Q6-3. School</u>	<u>Number</u>	<u>Percent</u>
OCCC OSA	1	100.0 %
Total	1	100.0 %

Q6-4. Place name of social service:

<u>Q6-4. Social service</u>	<u>Number</u>	<u>Percent</u>
NORTHCARE/SOS	1	25.0 %
METROPOLITAN LIBRARY	1	25.0 %
D HUB	1	25.0 %
TEEMS	1	25.0 %
Total	4	100.0 %

Q6-10. Other:

<u>Q6-10. Other</u>	<u>Number</u>	<u>Percent</u>
CHURCH	2	33.3 %
COMMUNITY SERVICE	1	16.7 %
PHARMACY	1	16.7 %
AVOID DOWNTOWN PARKING	1	16.7 %
HOME	1	16.7 %
Total	6	100.0 %

Q7. How did you get to the nearest RAPID stop today?

Q7. How did you get to nearest RAPID stop today	Number	Percent
Walk	144	72.0 %
Bicycle	8	4.0 %
Mobility device	4	2.0 %
Dropped off	32	16.0 %
Drove alone	8	4.0 %
Not provided	4	2.0 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q7. How did you get to the nearest RAPID stop today? (without "not provided")**

Q7. How did you get to nearest RAPID stop today	Number	Percent
Walk	144	73.5 %
Bicycle	8	4.1 %
Mobility device	4	2.0 %
Dropped off	32	16.3 %
Drove alone	8	4.1 %
Total	196	100.0 %

Q7-1. How many minutes did you walk?

Q7-1. How many minutes did you walk	Number	Percent
0-5	33	22.9 %
6-10	32	22.2 %
10+	15	10.4 %
Not provided	64	44.4 %
Total	144	100.0 %

WITHOUT NOT PROVIDED**Q7-1. How many minutes did you walk? (without "not provided")**

Q7-1. How many minutes did you walk	Number	Percent
0-5	33	41.3 %
6-10	32	40.0 %
10+	15	18.8 %
Total	80	100.0 %

Q7-2. How many minutes did you bike?

Q7-2. How many minutes did you bike	Number	Percent
0-5	3	37.5 %
6-10	1	12.5 %
10+	3	37.5 %
Not provided	1	12.5 %
Total	8	100.0 %

WITHOUT NOT PROVIDED**Q7-2. How many minutes did you bike? (without "not provided")**

Q7-2. How many minutes did you bike	Number	Percent
0-5	3	42.9 %
6-10	1	14.3 %
10+	3	42.9 %
Total	7	100.0 %

Q7-3. Which mobility device?

Q7-3. Which mobility device	Number	Percent
Bird	2	50.0 %
Not provided	2	50.0 %
Total	4	100.0 %

WITHOUT NOT PROVIDED**Q7-3. Which mobility device? (without "not provided")**

Q7-3. Which mobility device	Number	Percent
Bird	2	100.0 %
Total	2	100.0 %

Q7-4. How were you drop off?

Q7-4. How were you drop off	Number	Percent
Car	6	18.8 %
Uber	6	18.8 %
Lyft	3	9.4 %
Not provided	17	53.1 %
Total	32	100.0 %

WITHOUT NOT PROVIDED**Q7-4. How were you drop off? (without "not provided")**

Q7-4. How were you drop off	Number	Percent
Car	6	40.0 %
Uber	6	40.0 %
Lyft	3	20.0 %
Total	15	100.0 %

Q7-5. Where did you park?

Q7-5. Where did you park	Number	Percent
ON THE STREET	1	25.0 %
PAY PARKING	1	25.0 %
STREET	1	25.0 %
TERMINAL	1	25.0 %
Total	4	100.0 %

Q8. How did you pay your RAPID fare today?

Q8. How did you pay your RAPID fare today	Number	Percent
At the Ticket Kiosk	63	31.5 %
Paper Pass	77	38.5 %
Token Transit/Mobile Fare App	55	27.5 %
Not provided	5	2.5 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q8. How did you pay your RAPID fare today? (without "not provided")**

Q8. How did you pay your RAPID fare today	Number	Percent
At the Ticket Kiosk	63	32.3 %
Paper Pass	77	39.5 %
Token Transit/Mobile Fare App	55	28.2 %
Total	195	100.0 %

Q8-1. How did you pay at the Kiosk?

Q8-1. How did you pay at Kiosk	Number	Percent
Cash	38	60.3 %
Credit Card	9	14.3 %
Not provided	16	25.4 %
Total	63	100.0 %

WITHOUT NOT PROVIDED**Q8-1. How did you pay at the Kiosk? (without "not provided")**

Q8-1. How did you pay at Kiosk	Number	Percent
Cash	38	80.9 %
Credit Card	9	19.1 %
Total	47	100.0 %

Q9. When you ride RAPID, do you connect to other transit services?

Q9. Do you connect to other transit services when you ride RAPID	Number	Percent
EMBARK OKC	145	72.5 %
OKC Streetcar	41	20.5 %
EMBARK Norman	12	6.0 %
EMBARK PLUS	5	2.5 %
Spokies	1	0.5 %
None	31	15.5 %
Total	235	

WITHOUT NONE**Q9. When you ride RAPID, do you connect to other transit services? (without "none")**

Q9. Do you connect to other transit services when you ride RAPID	Number	Percent
EMBARK OKC	144	85.2 %
OKC Streetcar	41	24.3 %
EMBARK Norman	12	7.1 %
EMBARK PLUS	5	3.0 %
Spokies	1	0.6 %
Total	203	

Q9a. Which EMBARK bus route did you connect with?

Q9a. Which EMBARK bus route did you connect with	Number	Percent
3	18	17.8 %
8	10	9.9 %
38	7	6.9 %
23	6	5.9 %
2	4	4.0 %
14	4	4.0 %
10	4	4.0 %
200	4	4.0 %
18	4	4.0 %
12	3	3.0 %
13	3	3.0 %
9	2	2.0 %
11	2	2.0 %
7, 8, 10	1	1.0 %
7, 8, 9, 23, 38	1	1.0 %
7, 38, 8	1	1.0 %
7, 3, 40	1	1.0 %
2, 3	1	1.0 %
23, 40, 18, 3, 13	1	1.0 %
16, 12, 8, 13	1	1.0 %
38, 3	1	1.0 %
12, 3	1	1.0 %
7	1	1.0 %
11, 38, 8	1	1.0 %
3C	1	1.0 %
16	1	1.0 %
2, 7, 8	1	1.0 %
7, 3	1	1.0 %
RAPID	1	1.0 %
23, 11	1	1.0 %
10, 3, 7	1	1.0 %
4	1	1.0 %
11, 12	1	1.0 %
S3	1	1.0 %
15	1	1.0 %
7, 8, 3	1	1.0 %
2W	1	1.0 %
2, 8, 9, 14, 40, 12, 13, 3, 22	1	1.0 %
18, 7, 8	1	1.0 %
24	1	1.0 %
3, 2, 23	1	1.0 %
3, 12, 13, EDMOND BUS	1	1.0 %
SOUTH	1	1.0 %
Total	101	100.0 %

Q9b. Counting this RAPID trip, how many transfers will you make to reach your destination?

Q9b. How many transfers will you make to reach your destination	Number	Percent
None	30	17.8 %
One	67	39.6 %
Two	37	21.9 %
Three or more	17	10.1 %
Not provided	18	10.7 %
Total	169	100.0 %

WITHOUT NOT PROVIDED**Q9b. Counting this RAPID trip, how many transfers will you make to reach your destination? (without "not provided")**

Q9b. How many transfers will you make to reach your destination	Number	Percent
None	30	19.9 %
One	67	44.4 %
Two	37	24.5 %
Three or more	17	11.3 %
Total	151	100.0 %

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

(N=200)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-1. Courtesy & helpfulness of drivers	61.5%	21.5%	9.5%	1.5%	1.0%	5.0%
Q10-2. Safe operation of RAPID by drivers	60.5%	24.0%	6.5%	2.5%	0.0%	6.5%
Q10-3. Safety while riding RAPID line	61.5%	22.0%	8.5%	1.5%	0.0%	6.5%
Q10-4. Safety while waiting at a RAPID stop	57.5%	22.0%	12.5%	1.0%	0.0%	7.0%
Q10-5. Safety at Transit Center	50.5%	19.5%	13.5%	5.5%	4.5%	6.5%
Q10-6. Cleanliness of RAPID vehicles	66.5%	20.0%	6.0%	0.0%	1.0%	6.5%
Q10-7. Cleanliness of RAPID stops	63.0%	21.5%	8.5%	0.5%	1.0%	5.5%
Q10-8. Cleanliness of Transit Center	52.5%	21.0%	13.0%	2.0%	4.5%	7.0%
Q10-9. Ease of planning a trip	55.5%	26.0%	8.0%	1.5%	1.5%	7.5%
Q10-10. Ease of locating a bus stop	56.5%	25.5%	7.0%	3.0%	1.0%	7.0%
Q10-11. Ease of paying your fare	63.0%	21.5%	7.5%	1.0%	0.0%	7.0%
Q10-12. Ease of getting real-time information	55.0%	22.5%	10.0%	2.5%	3.0%	7.0%
Q10-13. Effectiveness of customer communication	54.0%	22.0%	11.0%	2.0%	2.0%	9.0%
Q10-14. RAPID vehicles arrive on time	59.5%	24.0%	6.0%	3.5%	0.5%	6.5%

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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A
Q10-15. Frequency of service	62.5%	23.0%	7.0%	0.5%	0.0%	7.0%
Q10-16. Convenience of service	61.0%	24.0%	7.5%	0.0%	0.5%	7.0%
Q10-17. Reliability of service	63.0%	22.5%	6.5%	0.5%	1.0%	6.5%
Q10-18. Hours of service	61.0%	17.5%	11.0%	2.0%	2.0%	6.5%

WITHOUT N/A

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

(N=200)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-1. Courtesy & helpfulness of drivers	64.7%	22.6%	10.0%	1.6%	1.1%
Q10-2. Safe operation of RAPID by drivers	64.7%	25.7%	7.0%	2.7%	0.0%
Q10-3. Safety while riding RAPID line	65.8%	23.5%	9.1%	1.6%	0.0%
Q10-4. Safety while waiting at a RAPID stop	61.8%	23.7%	13.4%	1.1%	0.0%
Q10-5. Safety at Transit Center	54.0%	20.9%	14.4%	5.9%	4.8%
Q10-6. Cleanliness of RAPID vehicles	71.1%	21.4%	6.4%	0.0%	1.1%
Q10-7. Cleanliness of RAPID stops	66.7%	22.8%	9.0%	0.5%	1.1%
Q10-8. Cleanliness of Transit Center	56.5%	22.6%	14.0%	2.2%	4.8%
Q10-9. Ease of planning a trip	60.0%	28.1%	8.6%	1.6%	1.6%
Q10-10. Ease of locating a bus stop	60.8%	27.4%	7.5%	3.2%	1.1%
Q10-11. Ease of paying your fare	67.7%	23.1%	8.1%	1.1%	0.0%
Q10-12. Ease of getting real-time information	59.1%	24.2%	10.8%	2.7%	3.2%
Q10-13. Effectiveness of customer communication	59.3%	24.2%	12.1%	2.2%	2.2%
Q10-14. RAPID vehicles arrive on time	63.6%	25.7%	6.4%	3.7%	0.5%

WITHOUT N/A

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

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q10-15. Frequency of service	67.2%	24.7%	7.5%	0.5%	0.0%
Q10-16. Convenience of service	65.6%	25.8%	8.1%	0.0%	0.5%
Q10-17. Reliability of service	67.4%	24.1%	7.0%	0.5%	1.1%
Q10-18. Hours of service	65.2%	18.7%	11.8%	2.1%	2.1%

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

Q10a. Top choice	Number	Percent
Courtesy & helpfulness of drivers	21	10.5 %
Safe operation of RAPID by drivers	7	3.5 %
Safety while riding RAPID line	5	2.5 %
Safety while waiting at a RAPID stop	5	2.5 %
Safety at Transit Center	5	2.5 %
Cleanliness of RAPID vehicles	3	1.5 %
Cleanliness of RAPID stops	4	2.0 %
Cleanliness of Transit Center	2	1.0 %
Ease of planning a trip	5	2.5 %
Ease of locating a bus stop	3	1.5 %
Ease of paying your fare	3	1.5 %
RAPID vehicles arrive on time	7	3.5 %
Frequency of service	5	2.5 %
Convenience of service	1	0.5 %
Reliability of service	4	2.0 %
Hours of service	13	6.5 %
None chosen	107	53.5 %
Total	200	100.0 %

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

<u>Q10a. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Courtesy & helpfulness of drivers	3	1.5 %
Safe operation of RAPID by drivers	9	4.5 %
Safety while riding RAPID line	7	3.5 %
Safety while waiting at a RAPID stop	4	2.0 %
Safety at Transit Center	3	1.5 %
Cleanliness of RAPID vehicles	9	4.5 %
Cleanliness of RAPID stops	4	2.0 %
Cleanliness of Transit Center	5	2.5 %
Ease of planning a trip	6	3.0 %
Ease of locating a bus stop	4	2.0 %
Ease of paying your fare	2	1.0 %
Effectiveness of customer communication	1	0.5 %
RAPID vehicles arrive on time	4	2.0 %
Frequency of service	11	5.5 %
Convenience of service	4	2.0 %
Reliability of service	4	2.0 %
Hours of service	3	1.5 %
None chosen	117	58.5 %
Total	200	100.0 %

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

<u>Q10a. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Courtesy & helpfulness of drivers	4	2.0 %
Safe operation of RAPID by drivers	4	2.0 %
Safety while riding RAPID line	7	3.5 %
Safety while waiting at a RAPID stop	1	0.5 %
Safety at Transit Center	6	3.0 %
Cleanliness of RAPID vehicles	1	0.5 %
Cleanliness of RAPID stops	3	1.5 %
Cleanliness of Transit Center	3	1.5 %
Ease of planning a trip	5	2.5 %
Ease of locating a bus stop	7	3.5 %
Ease of paying your fare	5	2.5 %
Ease of getting real-time information	10	5.0 %
RAPID vehicles arrive on time	7	3.5 %
Frequency of service	3	1.5 %
Convenience of service	2	1.0 %
Reliability of service	4	2.0 %
Hours of service	9	4.5 %
None chosen	119	59.5 %
Total	200	100.0 %

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

Q10a. Top choice	Number	Percent
Courtesy & helpfulness of drivers	28	14.0 %
Safe operation of RAPID by drivers	20	10.0 %
Safety while riding RAPID line	19	9.5 %
Safety while waiting at a RAPID stop	10	5.0 %
Safety at Transit Center	14	7.0 %
Cleanliness of RAPID vehicles	13	6.5 %
Cleanliness of RAPID stops	11	5.5 %
Cleanliness of Transit Center	10	5.0 %
Ease of planning a trip	16	8.0 %
Ease of locating a bus stop	14	7.0 %
Ease of paying your fare	10	5.0 %
Ease of getting real-time information	10	5.0 %
Effectiveness of customer communication	1	0.5 %
RAPID vehicles arrive on time	18	9.0 %
Frequency of service	19	9.5 %
Convenience of service	7	3.5 %
Reliability of service	12	6.0 %
Hours of service	25	12.5 %
None chosen	107	53.5 %
Total	364	

Q11. Overall, how satisfied are you with RAPID?

Q11. How satisfied are you with RAPID	Number	Percent
Very satisfied	97	48.5 %
Satisfied	64	32.0 %
Neutral	13	6.5 %
Dissatisfied	1	0.5 %
Not provided	25	12.5 %
Total	200	100.0 %

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

Q11. How satisfied are you with RAPID	Number	Percent
Very satisfied	97	55.4 %
Satisfied	64	36.6 %
Neutral	13	7.4 %
Dissatisfied	1	0.6 %
Total	175	100.0 %

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

Q12. How many minutes is acceptable for a bus to depart beyond its scheduled time	Number	Percent
0-3 minutes	46	23.0 %
4-8 minutes	73	36.5 %
9-12 minutes	31	15.5 %
13-15 minutes	19	9.5 %
15+ minutes	10	5.0 %
Not provided	21	10.5 %
Total	200	100.0 %

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

Q12. How many minutes is acceptable for a bus to depart beyond its scheduled time	Number	Percent
0-3 minutes	46	25.7 %
4-8 minutes	73	40.8 %
9-12 minutes	31	17.3 %
13-15 minutes	19	10.6 %
15+ minutes	10	5.6 %
Total	179	100.0 %

Q13. What is the primary reason you use RAPID for your transportation needs?

Q13. Primary reason you use RAPID for your transportation needs	Number	Percent
Cannot drive	43	21.5 %
Avoid parking	7	3.5 %
No car available	68	34.0 %
Environment	7	3.5 %
Save money	25	12.5 %
Avoid driving/traffic	7	3.5 %
Convenient/Handsfree	7	3.5 %
Saves time	10	5.0 %
To support public transit	3	1.5 %
Not provided	23	11.5 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q13. What is the primary reason you use RAPID for your transportation needs? (without "not provided")**

Q13. Primary reason you use RAPID for your transportation needs	Number	Percent
Cannot drive	43	24.3 %
Avoid parking	7	4.0 %
No car available	68	38.4 %
Environment	7	4.0 %
Save money	25	14.1 %
Avoid driving/traffic	7	4.0 %
Convenient/Handsfree	7	4.0 %
Saves time	10	5.6 %
To support public transit	3	1.7 %
Total	177	100.0 %

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

Q14. Do you have a valid driver's license	Number	Percent
Yes	79	39.5 %
No	99	49.5 %
Not provided	22	11.0 %
Total	200	100.0 %

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

Q14. Do you have a valid driver's license	Number	Percent
Yes	79	44.4 %
No	99	55.6 %
Total	178	100.0 %

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

Q15. Do you have a working vehicle that you could have used instead today	Number	Percent
Yes	35	17.5 %
No	146	73.0 %
Not provided	19	9.5 %
Total	200	100.0 %

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

Q15. Do you have a working vehicle that you could have used instead today	Number	Percent
Yes	35	19.3 %
No	146	80.7 %
Total	181	100.0 %

Q15a. If "yes", how many working vehicles are available at your household?

Q15a. How many working vehicles are available at your household	Number	Percent
One	28	80.0 %
Two	4	11.4 %
Three+	3	8.6 %
Total	35	100.0 %

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

Q16. Do you currently have access to a mobile smartphone	Number	Percent
Yes	155	77.5 %
No	18	9.0 %
Not provided	27	13.5 %
Total	200	100.0 %

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

Q16. Do you currently have access to a mobile smartphone	Number	Percent
Yes	155	89.6 %
No	18	10.4 %
Total	173	100.0 %

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

Q16a. Does it have a data plan	Number	Percent
Yes	129	83.2 %
No	17	11.0 %
Not provided	9	5.8 %
Total	155	100.0 %

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

Q16a. Does it have a data plan	Number	Percent
Yes	129	88.4 %
No	17	11.6 %
Total	146	100.0 %

Q17. Have you used any of these rider tools?

Q17. Have you used any rider tools	Number	Percent
Text Alerts	17	8.5 %
Moovit	15	7.5 %
EMBARK Connect	45	22.5 %
Transit app	57	28.5 %
go.embarkok.com	30	15.0 %
405-235-RIDE	32	16.0 %
Token Transit	43	21.5 %
Google Maps	48	24.0 %
Total	287	

Q18. What is your gender?

Q18. Your gender	Number	Percent
Male	99	49.5 %
Female	72	36.0 %
Another gender	2	1.0 %
Prefer not to answer	27	13.5 %
Total	200	100.0 %

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

Q18. Your gender	Number	Percent
Male	99	57.2 %
Female	72	41.6 %
Another gender	2	1.2 %
Total	173	100.0 %

Q19. What is your race?

Q19. Your race	Number	Percent
Asian or Asian Indian	8	4.0 %
Black or African American	72	36.0 %
American Indian or Alaska Native	22	11.0 %
White or Caucasian	86	43.0 %
Native Hawaiian or other Pacific Islander	6	3.0 %
Hispanic, Spanish, or Latino/a/x	12	6.0 %
Other	2	1.0 %
Total	208	

Q19-7. Self-describe your race:

Q19-7. Self-describe your race	Number	Percent
HAITIAN	2	100.0 %
Total	2	100.0 %

Q20. What are you?

Q20. Your work status	Number	Percent
Employed full time	75	37.5 %
Employed part time	35	17.5 %
Tech/college	8	4.0 %
Student (K-12)	5	2.5 %
Veteran	3	1.5 %
Retired	12	6.0 %
House spouse	1	0.5 %
Unemployed	28	14.0 %
Not employed, seeking work	16	8.0 %
Not employed, due to a disability	14	7.0 %
Total	197	

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

Q21. How many people live in your home	Number	Percent
One	56	28.0 %
Two	41	20.5 %
Three	36	18.0 %
Four	16	8.0 %
Five	9	4.5 %
Six+	13	6.5 %
Not provided	29	14.5 %
Total	200	100.0 %

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

Q21. How many people live in your home	Number	Percent
One	56	32.7 %
Two	41	24.0 %
Three	36	21.1 %
Four	16	9.4 %
Five	9	5.3 %
Six+	13	7.6 %
Total	171	100.0 %

Q22. What was your annual household income in 2023?

Q22. What was your annual household income in 2023	Number	Percent
Less than \$15K	65	32.5 %
\$15K-\$24,999	37	18.5 %
\$25K-\$34,999	24	12.0 %
\$35K-\$49,999	17	8.5 %
\$50K-\$74,999	11	5.5 %
\$75K-\$99,999	2	1.0 %
\$100K-\$149,999	1	0.5 %
\$150K-\$199,999	1	0.5 %
Don't know	42	21.0 %
Total	200	100.0 %

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

Q22. What was your annual household income in 2023	Number	Percent
Less than \$15K	65	41.1 %
\$15K-\$24,999	37	23.4 %
\$25K-\$34,999	24	15.2 %
\$35K-\$49,999	17	10.8 %
\$50K-\$74,999	11	7.0 %
\$75K-\$99,999	2	1.3 %
\$100K-\$149,999	1	0.6 %
\$150K-\$199,999	1	0.6 %
Total	158	100.0 %

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

Q23. Do you speak a language other than English at home	Number	Percent
Yes	26	13.0 %
No	147	73.5 %
Not provided	27	13.5 %
Total	200	100.0 %

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

Q23. Do you speak a language other than English at home	Number	Percent
Yes	26	15.0 %
No	147	85.0 %
Total	173	100.0 %

Q23-1. Which language?

Q23-1. Which language	Number	Percent
SPANISH	9	56.3 %
CREYOL	2	12.5 %
FRENCH	2	12.5 %
CHINESE	1	6.3 %
CHOCTAW	1	6.3 %
TELIGU	1	6.3 %
Total	16	100.0 %

Q23a. How well do you speak English?

Q23a. How well do you speak English	Number	Percent
Very well	16	61.5 %
Well	8	30.8 %
Less than well	1	3.8 %
Prefer not to answer	1	3.8 %
Total	26	100.0 %

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

Q23a. How well do you speak English	Number	Percent
Very well	16	64.0 %
Well	8	32.0 %
Less than well	1	4.0 %
Total	25	100.0 %

Q24. What is your home zip code?

Q24. Your home zip cod	Number	Percent
73112	34	21.9 %
73107	12	7.7 %
73114	8	5.2 %
73111	8	5.2 %
73127	8	5.2 %
73106	8	5.2 %
73120	7	4.5 %
73118	6	3.9 %
73102	6	3.9 %
73116	4	2.6 %
73008	4	2.6 %
73129	3	1.9 %
73130	3	1.9 %
73135	3	1.9 %
73115	3	1.9 %
73108	3	1.9 %
73105	3	1.9 %
73012	3	1.9 %
73170	3	1.9 %
73132	3	1.9 %
73119	3	1.9 %
73160	2	1.3 %
73109	2	1.3 %
73104	2	1.3 %
73117	2	1.3 %
73159	2	1.3 %
73121	1	0.6 %
73026	1	0.6 %
72119	1	0.6 %
73164	1	0.6 %
73103	1	0.6 %
73142	1	0.6 %
73122	1	0.6 %
73150	1	0.6 %
73169	1	0.6 %
73072	1	0.6 %
Total	155	100.0 %

Q25. In what year were you born?

<u>Q25. In what year were you born</u>	<u>Number</u>	<u>Percent</u>
Before 1955	9	4.5 %
1956-1965	12	6.0 %
1966-1975	29	14.5 %
1976-1985	33	16.5 %
1986-1995	42	21.0 %
1996-2005	26	13.0 %
2006 or after	2	1.0 %
Not provided	47	23.5 %
Total	200	100.0 %

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

<u>Q25. In what year were you born</u>	<u>Number</u>	<u>Percent</u>
Before 1955	9	5.9 %
1956-1965	12	7.8 %
1966-1975	29	19.0 %
1976-1985	33	21.6 %
1986-1995	42	27.5 %
1996-2005	26	17.0 %
2006 or after	2	1.3 %
Total	153	100.0 %

Q25. Age:

<u>Q25. Age</u>	<u>Number</u>	<u>Percent</u>
18-34	52	26.0 %
35-44	39	19.5 %
45-54	34	17.0 %
55-64	14	7.0 %
65+	14	7.0 %
Not provided	47	23.5 %
Total	200	100.0 %

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

Q25. Age	Number	Percent
18-34	52	34.0 %
35-44	39	25.5 %
45-54	34	22.2 %
55-64	14	9.2 %
65+	14	9.2 %
Total	153	100.0 %

Q26. Do you qualify for reduced bus fare based on age or disability?

Q26. Do you qualify for reduced bus fare based on age or disability	Number	Percent
Yes	39	19.5 %
No	124	62.0 %
Not provided	37	18.5 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q26. Do you qualify for reduced bus fare based on age or disability? (without "not provided")**

Q26. Do you qualify for reduced bus fare based on age or disability	Number	Percent
Yes	39	23.9 %
No	124	76.1 %
Total	163	100.0 %

Q27. Are you aware that EMBARK offers other mobility services, such as senior transportation programs?

Q27. Are you aware that EMBARK offers other mobility services	Number	Percent
Yes	84	42.0 %
No	83	41.5 %
Not provided	33	16.5 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q27. Are you aware that EMBARK offers other mobility services, such as senior transportation programs? (without "not provided")**

Q27. Are you aware that EMBARK offers other mobility services	Number	Percent
Yes	84	50.3 %
No	83	49.7 %
Total	167	100.0 %

Q28. Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free?

Q28. Are you familiar with EMBARK's Haul Pass program	Number	Percent
Yes	74	37.0 %
No	94	47.0 %
Not provided	32	16.0 %
Total	200	100.0 %

WITHOUT NOT PROVIDED**Q28. Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free? (without "not provided")**

Q28. Are you familiar with EMBARK's Haul Pass program	Number	Percent
Yes	74	44.0 %
No	94	56.0 %
Total	168	100.0 %

Q28a. Do you have a youth in your household that could benefit from this program or that has signed up for it?

Q28a. Do you have a youth in your household that could benefit from this program	Number	Percent
Yes	19	25.7 %
No	52	70.3 %
Not provided	3	4.1 %
Total	74	100.0 %

WITHOUT NOT PROVIDED**Q28a. Do you have a youth in your household that could benefit from this program or that has signed up for it? (without "not provided")**

Q28a. Do you have a youth in your household that could benefit from this program

	Number	Percent
Yes	19	26.8 %
No	52	73.2 %
Total	71	100.0 %



5

Survey Instrument: Oklahoma City Routes

2024 EMBARK *RAPID* NW Rider Survey

EMBARK wants your input to serve you better and improve public transit.

SUPERVISOR ONLY – D.O.W.: M T W TH F SA SU

Surveyor ID: _____ Route: _____

Date: _____ (mm/dd/yy)

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

1. How often do you usually ride *RAPID*?

- (1) 5+ days per week (2) 3-4 days per week (3) 1-2 days per week (4) A few days per month (5) Less than once a month

2. Before *RAPID*, did you ride other EMBARK services? (1) Yes, often (2) Yes, occasionally (3) No, I'm new to transit in OKC

2a. If yes, how long have you been riding transit in the OKC area?

- (1) This is my first time (2) 6 months or less (3) 6 months to a year (4) 1-2 years (5) More than 2 years

3. Will you still use *RAPID* one year from now? (1) Yes (2) No (3) Maybe

4. Are you interested in riding *RAPID* Northeast? (1) Yes (2) No (3) Maybe

5. Are you interested in riding *RAPID* South? (1) Yes (2) No (3) Maybe

6. What primary purposes do you ride *RAPID* most frequently? [Choose up to TWO.]

- (1) Work → **6a.** Zip code: _____ Place Name: _____
 (2) School (K-12) → **6b.** School Name: _____
 (3) School (Tech, College, University) → **6c.** School Name: _____
 (4) Social Service → **6d.** Place name: _____
 (5) Shopping/Errands (7) Groceries/Getting Necessities/Dining Out (9) Entertainment/Social Recreation
 (6) Medical (8) Meeting (10) Other: _____

7. How did you get to the nearest *RAPID* stop today?

- (1) Walk → **7a.** How many minutes did you walk? _____
 (2) Bicycle → **7b.** How many minutes did you bike? _____
 (3) Public Bus → **7c.** Bus Route #? _____
 (4) Mobility Device → **7d.** (1) Electric Scooter (2) Bird
 (5) Dropped off → **7e.** By: (1) Car (2) Uber (3) Taxi (4) Lyft
 (6) Drove alone → **7f.** Where did you park? _____

8. How did you pay your *RAPID* fare today? [Choose only one.]

- (1) At the Ticket Kiosk → **8a.** (1) Cash (2) Credit Card (3) Paper pass (4) Token Transit/mobile fare app

9. When you ride <i>RAPID</i> , do you connect to other transit services?	EMBARK OKC (1)	OKC Streetcar (2)	EMBARK Norman (3)	EMBARK PLUS (4)	Spokies (5)	None (9)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9a. If yes, which EMBARK bus route did you connect with? _____

9b. If yes, counting this *RAPID* trip, how many transfers will you make to reach your destination?

- (1) None (2) One (3) Two (4) Three or more

10. How would you rate your satisfaction with *RAPID*'s performance in the following areas?

	Very satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very dissatisfied (1)	N/A (9)
01	Courtesy and helpfulness of drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
02	Safe operation of <i>RAPID</i> by drivers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
03	Safety while riding the <i>RAPID</i> line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
04	Safety while waiting at a <i>RAPID</i> stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
05	Safety at the Transit Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
06	Cleanliness of <i>RAPID</i> vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
07	Cleanliness of <i>RAPID</i> stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
08	Cleanliness of Transit Center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
09	Ease of planning a trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Ease of locating a bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Ease of paying your fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Ease of getting real-time information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Effectiveness of customer communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	<i>RAPID</i> vehicles arrive on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	Frequency of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Convenience of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	Reliability of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Hours of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10a. From the ratings you gave above in question 10, which THREE items are most important to you? Example: If you think (18) "Hours of service" is the most important write "18" next to 1st.

1st _____ 2nd : _____ 3rd : _____

11. Overall, how satisfied are you with *RAPID*? Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied

(5) (4) (3) (2) (1)

12. How many minutes is acceptable for a *RAPID* vehicle to depart beyond its scheduled time?

(1) 0-3 minutes (2) 4-8 minutes (3) 9-12 minutes (4) 13-15 minutes (5) 15+ minutes

13. What is the primary reason you use *RAPID* for your transportation needs?

(1) Cannot drive (3) No car available (5) Save money (7) Avoid driving/traffic
 (2) Avoid parking (4) Environment (6) Convenient/Handsfree (8) Saves time (9) To support public transit

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

15. Do you have a working vehicle that you could have used instead today? (1) Yes (go to 15a) (2) No (go to 16)

15a. If yes, how many working vehicles are available at your household? (1) One (2) Two (3) Three+

16. Do you currently have access to a mobile smartphone? (1) Yes (2) No → 16a. If yes, does it have a data plan? (1) Yes (2) No

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

(01) Text Alerts (03) EMBARK Connect (05) go.embark.com (07) 405-235-RIDE (09) Token Transit (10) Google Maps
 (02) Moovit (04) Transit app (06) Spokies Bikeshare app (08) Flowbird Parking app (11) Other: _____

18. What is your gender?

(1) Male (2) Female (3) Another gender: _____ (4) Prefer not to answer.

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

(1) White/Caucasian (3) Black/African American (5) Hispanic/Latino/Spanish (7) Hawaiian/Pacific Islander
 (2) Asian (4) Native American (6) Other: _____

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

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

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

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

22. What was your annual household income in 2023?

(01) Less than \$15,000 (02) \$15k-\$24,999 (03) \$25k-\$34,999 (04) \$35k-\$49,999 (05) \$50k-\$74,999 (06) \$75k-\$99,999
 (07) \$100k-\$149,999 (08) \$150k-\$199,999 and higher (09) More than \$200,000 (10) Do not know

23. Do you speak a language other than English at home? (1) No (2) Yes: 23a. Which language? _____

23a. How well do you speak English? (1) Very Well (2) Well (3) Less than well (4) Not well at all (5) Prefer not to answer

24. What is your home zip code? _____

25. What year were you born? _____

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

27. Are you aware that EMBARK offers other mobility services, such as senior transportation programs? (1) Yes (2) No

28. Are you familiar with EMBARK's Haul Pass program, which youth under age 18 ride free? (1) Yes (go to 28a.) (2) No

28a. 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 can enter your contact information below into a drawing for one (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): _____