EMBARK RIDER SURVEY

Conducted by:
City of Oklahoma City Planning Department

In partnership with:
University of Oklahoma College of Public Health
Central Oklahoma Transit and Parking Authority

CITY OF OKLAHOMA CITY PLANNING DEPARTMENT

Esta encuesta sera anónima y se utilizará para recopilar datos de usuarios del transporte y medir el impacto de los recientes cambios en el sistema de autobuses. Por favor conteste todas las preguntas que usted está comodo(a) de responder.

DEMOGRAFIA

¿Cuál es su código postal?

¿En que año nació?

Es usted:

☐ Hombre ☐ Mujer

Raza / Etnia:

☐ Negro(a) / Afroamericano(a)
☐ Blanco(a) / Caucásico(a)
☐ Hispano(a) / Latino(a)
☐ Asiático(a) / Islas del Pacífico
☐ Nativo Americano(a)
☐ Otro _____

Incluido usted, ¿Cuántas personas viven en su hogar?

☐1 ☐2 ☐3 ☐4 ☐5 +

¿Cuántos vehículos funcionales (automóviles, camiones) se encuentran disponibles en su hogar?

☐0 ☐1 ☐2 ☐3 +

¿Cuál es el nivel más alto de educación que ha alcanzado?

☐ De secundaria o equivalente
☐ Un poco de universidad
☐ Asociado o Licenciatura Tech
☐ Bachillerato
☐ Esudios Graduados

¿Está empleado actualmente?

☐ Sí, a tiempo completo
☐ Sí, a tiempo parcial
☐ Desempleado, buscando
☐ Desempleado, sin buscar
☐ Jubilado
☐ Estudiante

¿Cuál es su ingreso estimado del hogar?

☐ menos de $10,000
☐ $10,000 a $29,999
☐ $30,000 a $49,999
☐ $50,000 a $69,999
☐ $70,000 a $99,999
☐ $100,000 o mas de

PREGUNTAS DE SERVICIOS DE TRANSITO

¿Con qué frecuencia usa el autobús?

☐ 5 + días por semana
☐ 3 o 4 días a la semana
☐ 1 o 2 días a la semana
☐ 1 o 2 días por mes
☐ Menos de una vez al mes
☐ Esta es mi primera vez

¿Dónde esta / estan sus parada (s) de autobús?

¿Como se llega a la parada del autobús? Marque todas las que correspondan

☐ Andar / silla de ruedas / otro ☐ Cuantos Bloques
☐ Bicicleta ☐ Cuantos Bloques
☐ Manejar ☐ millas
☐ Dejado / taxi

¿Cuál es su impresión general de los recientes cambios de ruta?

☐ Mucho mejor que antes
☐ Un poco mejor que antes
☐ Lo mismo
☐ Un poco peor que antes
☐ Peor que antes
☐ No aplicable / sin opinión

¿Está de acuerdo o en desacuerdo con las siguientes afirmaciones?

	Totalmente de acuerdo	*De acuerdo*	*Sin opinión*	*No estoy de acuerdo*	*No estoy nada de acuerdo*
El autobús me lleva a donde quiero ir.	☐	☐	☐	☐	☐
Los autobuses están a tiempo.	☐	☐	☐	☐	☐
Los conductores son amables y serviciales.	☐	☐	☐	☐	☐
Los autobuses están limpios.	☐	☐	☐	☐	☐
Me siento seguro en el autobús.	☐	☐	☐	☐	☐
Paso menos tiempo de espera en el autobús.	☐	☐	☐	☐	☐

Con los cambios recientes, siente usted que tiene un mejor acceso a:

Sí	*No*	*N/A*	
☐	☐	☐	Las tiendas de comestibles
☐	☐	☐	Centros de salud
☐	☐	☐	Oportunidades para la actividad física (parques, pistas, etc.)

Otros lugares

¿Cómo paga usted para el autobús?

☐ Dinero ☐ Pase diario ☐ Pase semanal ☐ Pase mensual

¿Por qué usted elige utilizar el autobús? Marque todas las que correspondan

☐ Mi única opción
☐ Para ahorrar dinero
☐ El trabajo paga por el autobús
☐ Mejor para el medio ambiente
☐ Conveniencia
☐ Otro

Si los autobuses no estaban disponibles, ¿cómo haria este viaje?

☐ Caminar
☐ Bicicleta
☐ Manejar
☐ Taxi
☐ Servicio para compartir coche
☐ "Uber" / "Lyft"
☐ Ir en coche con un amigo
☐ No haría el viaje

En pocas palabras, ¿cómo se puede mejorar el sistema de autobuses?

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CITY OF OKLAHOMA CITY PLANNING DEPARTMENT

This survey is anonymous and will be used to gather ridership data and gauge the impact of the recent changes to the bus system. Please answer all of the question you are comfortable answering.

DEMOGRAPHICS

What is your ZIP code?

What year were you born?

Are you:

☐ Male ☐ Female

Race/Ethnicity: Check all that apply

☐ Black/African American
☐ White/Caucasian
☐ Hispanic/Latino(a)
☐ Asian/Pacific Islander
☐ Native American
☐ Other _____

Including yourself, how many people are in your household?

☐1 ☐2 ☐3 ☐4 ☐5 +

How many working vehicles (cars, trucks, and motorcycles) are available in your household?

☐0 ☐1 ☐2 ☐3 +

What is the highest level of education you have attained?

☐ High School or equivalent
☐ Some College
☐ Associate or Tech Degree
☐ Undergraduate Degree
☐ Graduate Degree

Are you currently employed?

☐ Yes, Full-Time
☐ Yes, Part-Time
☐ Unemployed, Looking
☐ Unemployed, Not Looking
☐ Retired
☐ Student

What is your estimated household income?

☐ Less than $10,000
☐ $10,000 to $29,999
☐ $30,000 to $49,999
☐ $50,000 to $69,999
☐ $70,000 to $99,999
☐ $100,000 or more

TRANSIT SERVICE QUESTIONS

How often do you ride the bus?

☐ 5+ days per week
☐ 3 or 4 days per week
☐ 1 or 2 days per week
☐ 1 or 2 days per month
☐ Less than once a month
☐ This is my first time

Where is/are your bus stop(s)?

How do you get to the bus stop? Check all that apply

☐ Walk/wheelchair/other device ____ blocks
☐ Bicycle ____ blocks
☐ Drive ____ miles
☐ Dropped off or taxi

What is your overall impression of the recent route changes?

☐ Much better than before
☐ A little better than before
☐ The same
☐ A little worse than before
☐ Much worse than before
☐ Not applicable/No opinion

Do you agree or disagree with the following statements?

	Strongly Agree	*Agree*	*No Opinion*	*Disagree*	*Strongly Disagree*
The bus takes me where I want to go.	☐	☐	☐	☐	☐
Buses are on time.	☐	☐	☐	☐	☐
Drivers are helpful and friendly.	☐	☐	☐	☐	☐
Buses are clean.	☐	☐	☐	☐	☐
I feel safe riding the bus.	☐	☐	☐	☐	☐
I spend less time waiting on the bus.	☐	☐	☐	☐	☐

With the recent changes, do you feel you have better access to:

Yes	*No*	*N/A*	
☐	☐	☐	Grocery stores
☐	☐	☐	Healthcare facilities
☐	☐	☐	Physical activity opportunities (parks, gyms, trails, etc.)

Other places?

How do you pay for the bus fare?

☐ Cash ☐ Daily Pass ☐ Weekly Pass ☐ Monthly Pass

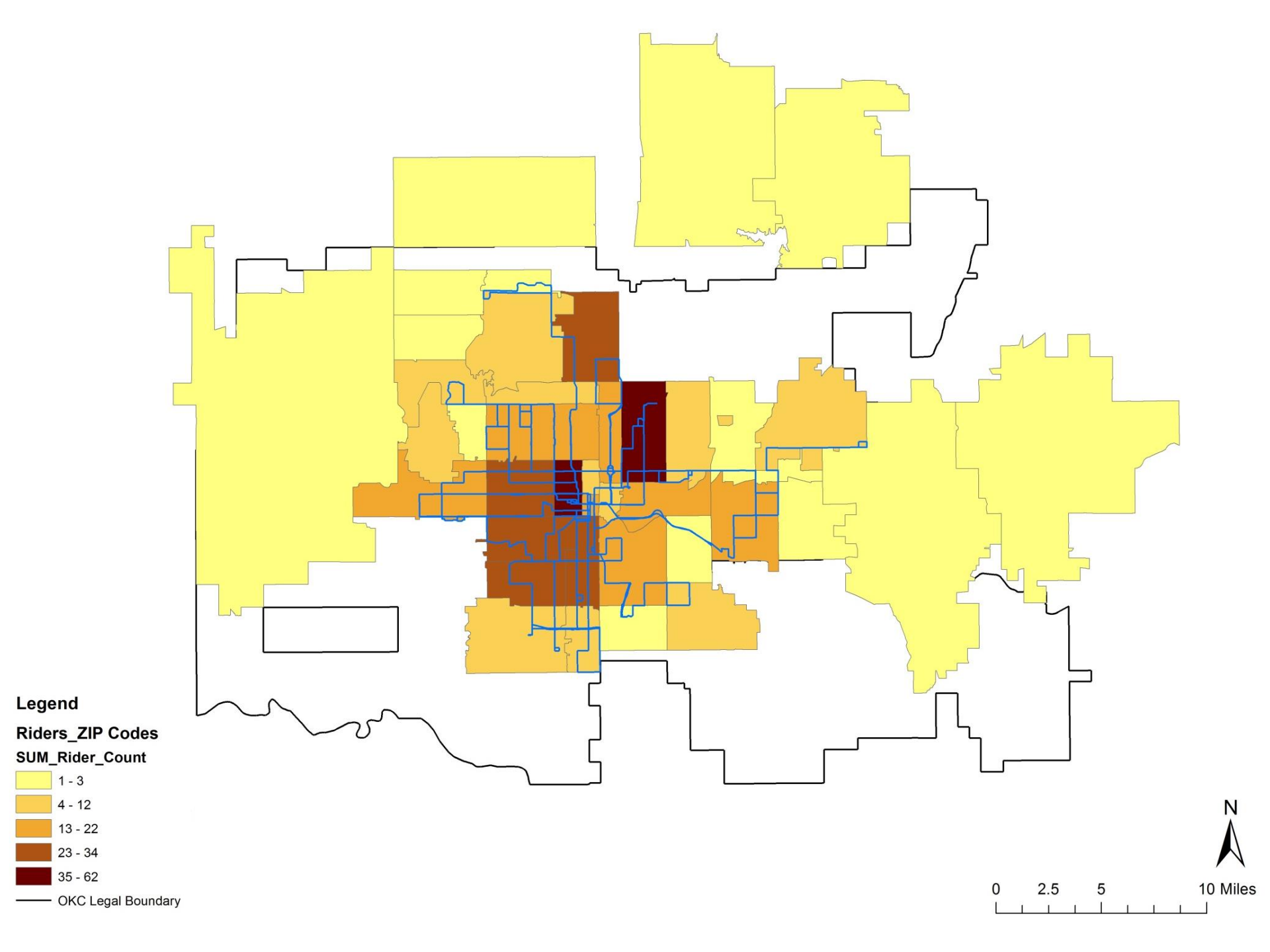
Why do you choose to use the bus? Check all that apply

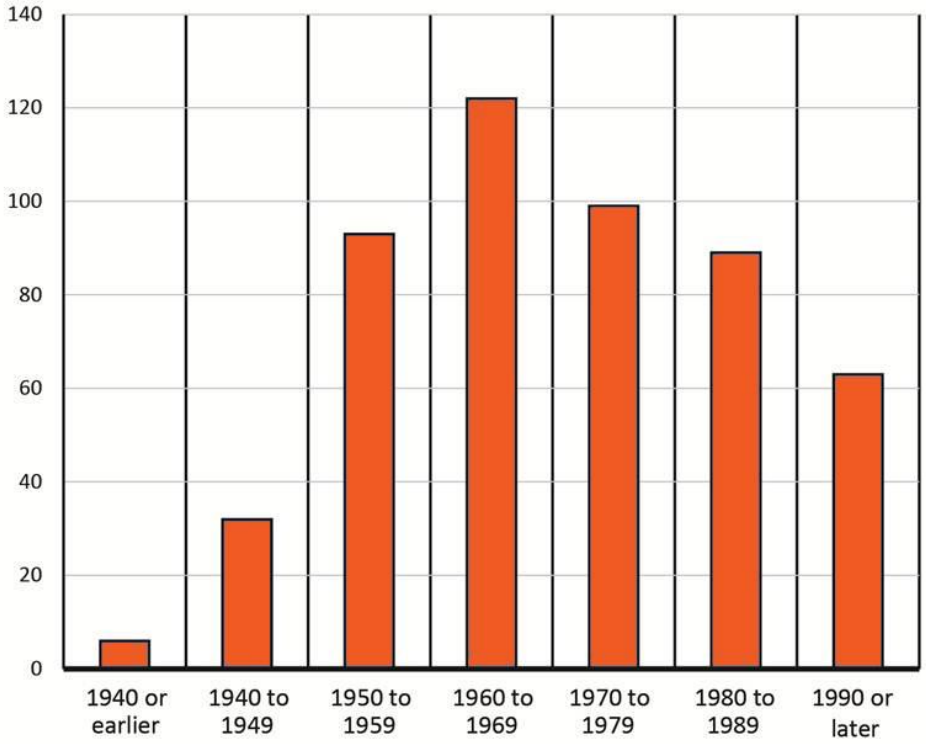
☐ My only option
☐ To save money
☐ Job pays for bus fare
☐ Better for the environment
☐ Convenience
☐ Other

If buses were not available, how would you make this trip?

☐ Walk
☐ Bicycle
☐ Drive
☐ Taxi
☐ Car-sharing service
☐ Uber/Lyft
☐ Ride with a friend
☐ Would not make the trip

In a few words, how can the bus system be improved?


Legend
Riders_ZIP Codes
SUM_Rider_Count
1 - 3
4 - 12
13 - 22
23 - 34
35 - 62
OKC Legal Boundary
N
0
2.5
5
10 Miles

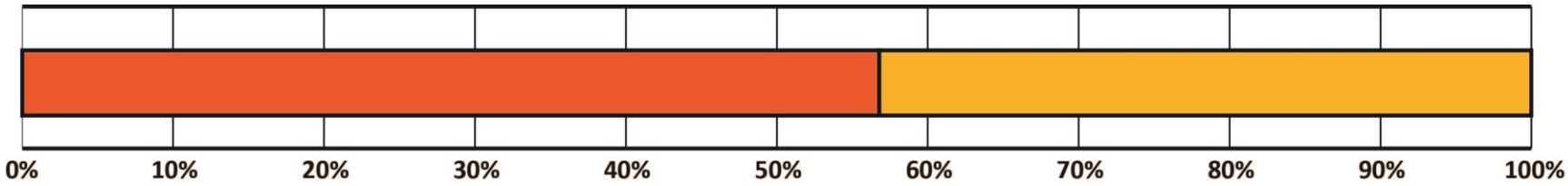


What year were you born?

RESULTS:

1%	1939 or Earlier
6%	1940 to 1949
18%	1950 to 1959
24%	1960 to 1969
20%	1970 to 1979
18%	1980 to 1989
13%	1990 or Later

What is your gender?

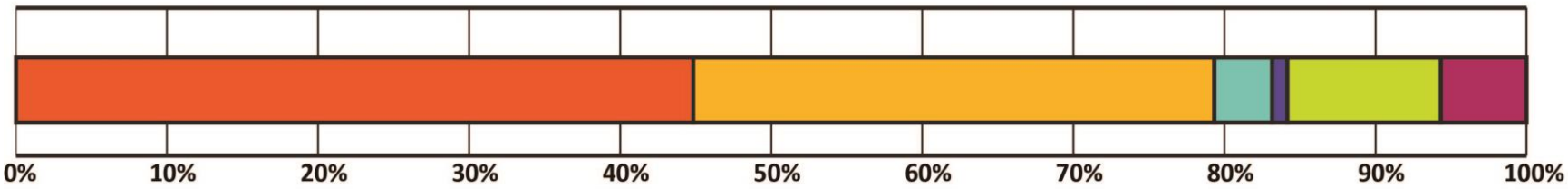


RESULTS:

57% Male

43% Female

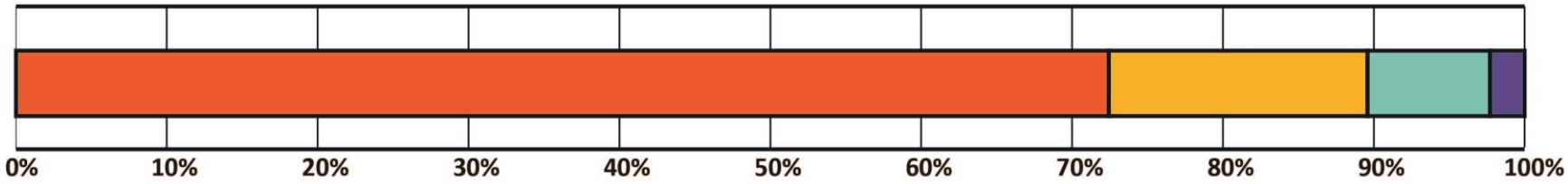
What is your race/ethnicity?



RESULTS:

45%	Black/African-American
34%	White/Caucasian
4%	Hispanic/Latino(a)
1%	Asian/Pacific Islander
10%	Native American
6%	Other

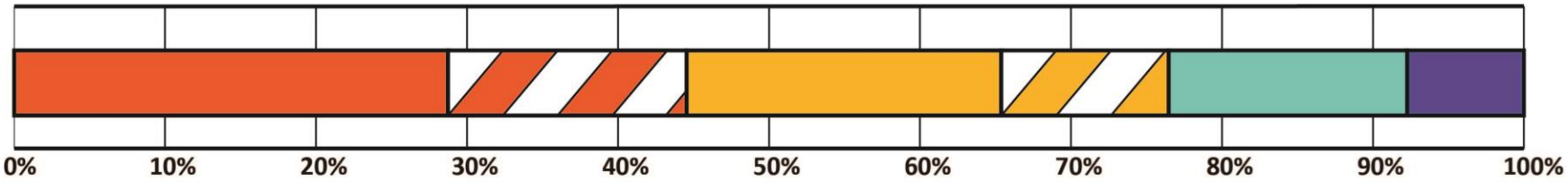
How many working vehicles are available to you?



RESULTS:

73%	None
17%	One
8%	Two
2%	Three or More

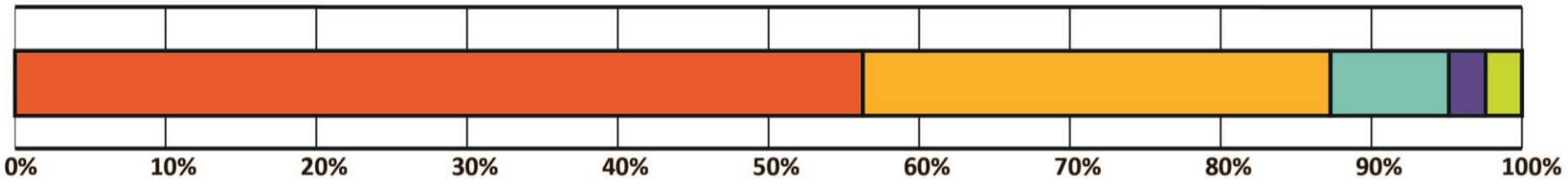
What is your employment status?



RESULTS:

29%	Employed, Full-time
16%	Employed, Part-time
21%	Unemployed, Looking
11%	Unemployed, Not Looking
16%	Retired
7%	Student

What is your household income?



RESULTS:

56%	Less than $10,000
31%	$10,000 to $29,999
8%	$30,000 to $49,999
2%	$50,000 to $69,999
3%	$70,000 or More

CITY OF OKLAHOMA CITY
PLANNING DEPARTMENT

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☐ Male ☐ Female

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☐ Native American
☐ Other _____

Including yourself, how many people are in your household?

☐1 ☐2 ☐3 ☐4 ☐5 +

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TRANSIT SERVICE QUESTIONS

How often do you ride the bus?

☐ 5+ days per week
☐ 3 or 4 days per week
☐ 1 or 2 days per week
☐ 1 or 2 days per month
☐ Less than once a month
☐ This is my first time

Where is/are your bus stop(s)?

How do you get to the bus stop? Check all that apply

☐ Walk/wheelchair/other device ____ blocks
☐ Bicycle ____ blocks
☐ Drive ____ miles
☐ Dropped off or taxi

What is your overall impression of the recent route changes?

☐ Much better than before
☐ A little better than before
☐ The same
☐ A little worse than before
☐ Much worse than before
☐ Not applicable/No opinion

Do you agree or disagree with the following statements?

	Strongly Agree	*Agree*	*No Opinion*	*Disagree*	*Strongly Disagree*
The bus takes me where I want to go.	☐	☐	☐	☐	☐
Buses are on time.	☐	☐	☐	☐	☐
Drivers are helpful and friendly.	☐	☐	☐	☐	☐
Buses are clean.	☐	☐	☐	☐	☐
I feel safe riding the bus.	☐	☐	☐	☐	☐
I spend less time waiting on the bus.	☐	☐	☐	☐	☐

With the recent changes, do you feel you have better access to:

	Yes	*No*	*N/A*
Grocery stores	☐	☐	☐
Healthcare facilities	☐	☐	☐
Physical activity opportunities (parks, gyms, trails, etc.)	☐	☐	☐

Other places? _____

How do you pay for the bus fare?

☐ Cash ☐ Daily Pass ☐ Weekly Pass ☐ Monthly Pass

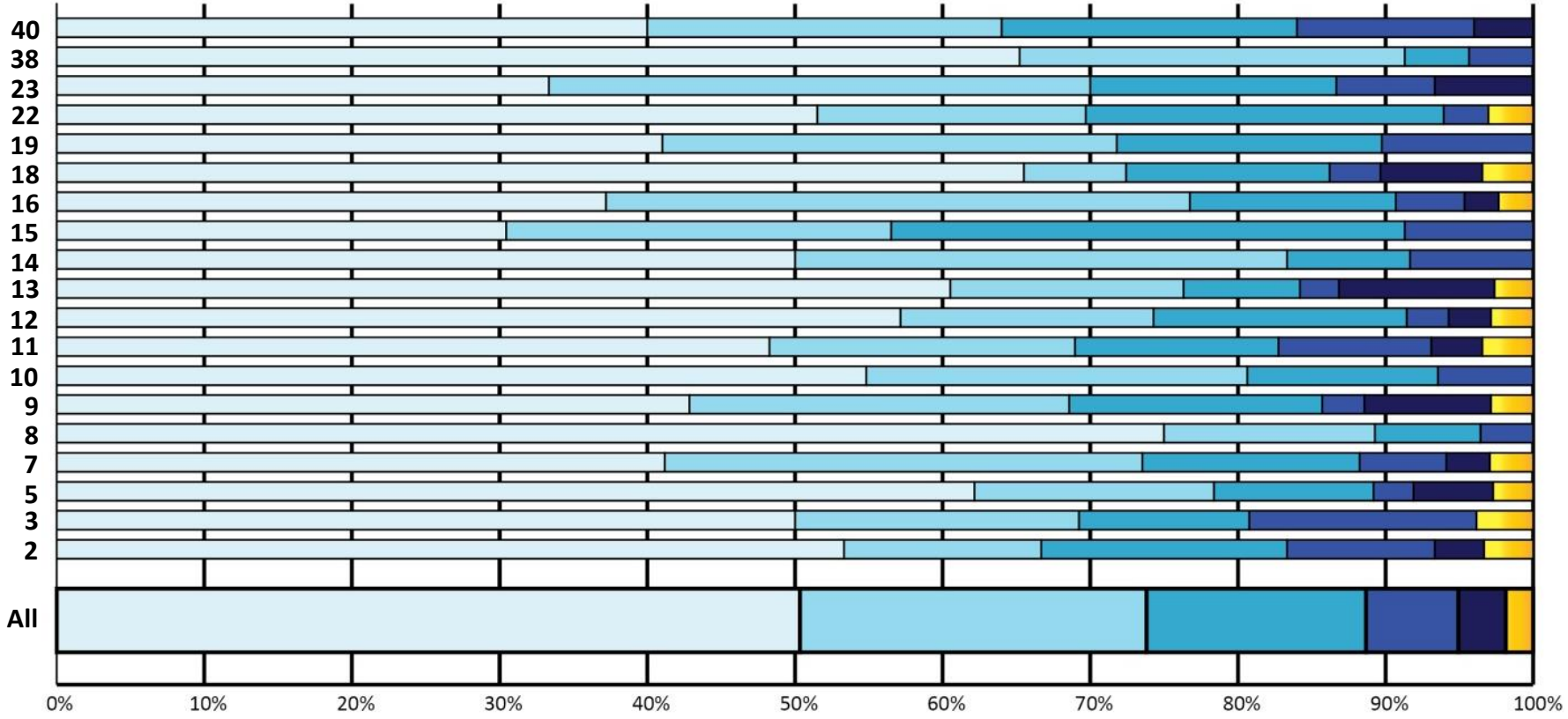
Why do you choose to use the bus? Check all that apply

☐ My only option
☐ To save money
☐ Job pays for bus fare
☐ Better for the environment
☐ Convenience
☐ Other _____

If buses were not available, how would you make this trip?

☐ Walk
☐ Bicycle
☐ Drive
☐ Taxi
☐ Car-sharing service
☐ Uber/Lyft
☐ Ride with a friend
☐ Would not make the trip

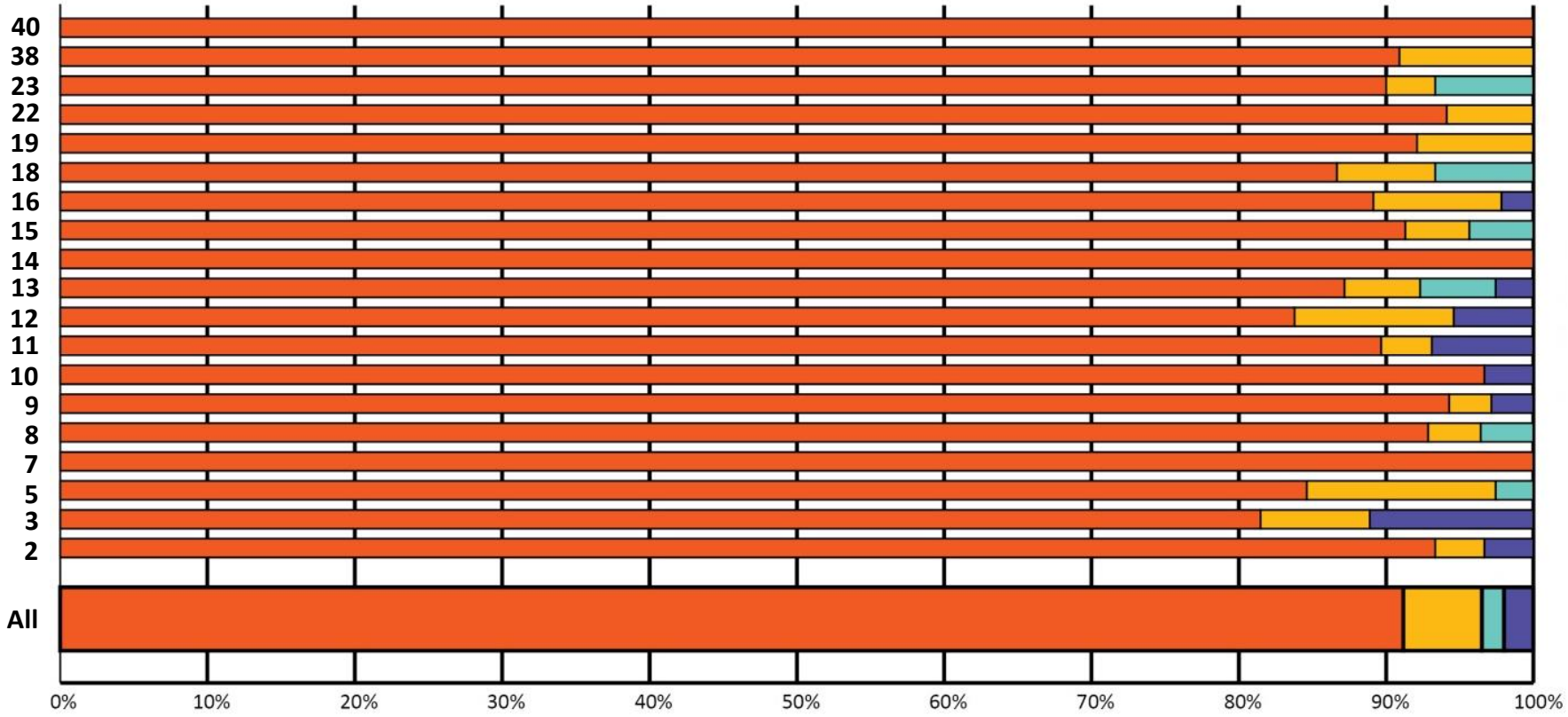
In a few words, how can the bus system be improved?



How frequently do you ride the bus?

RESULTS:

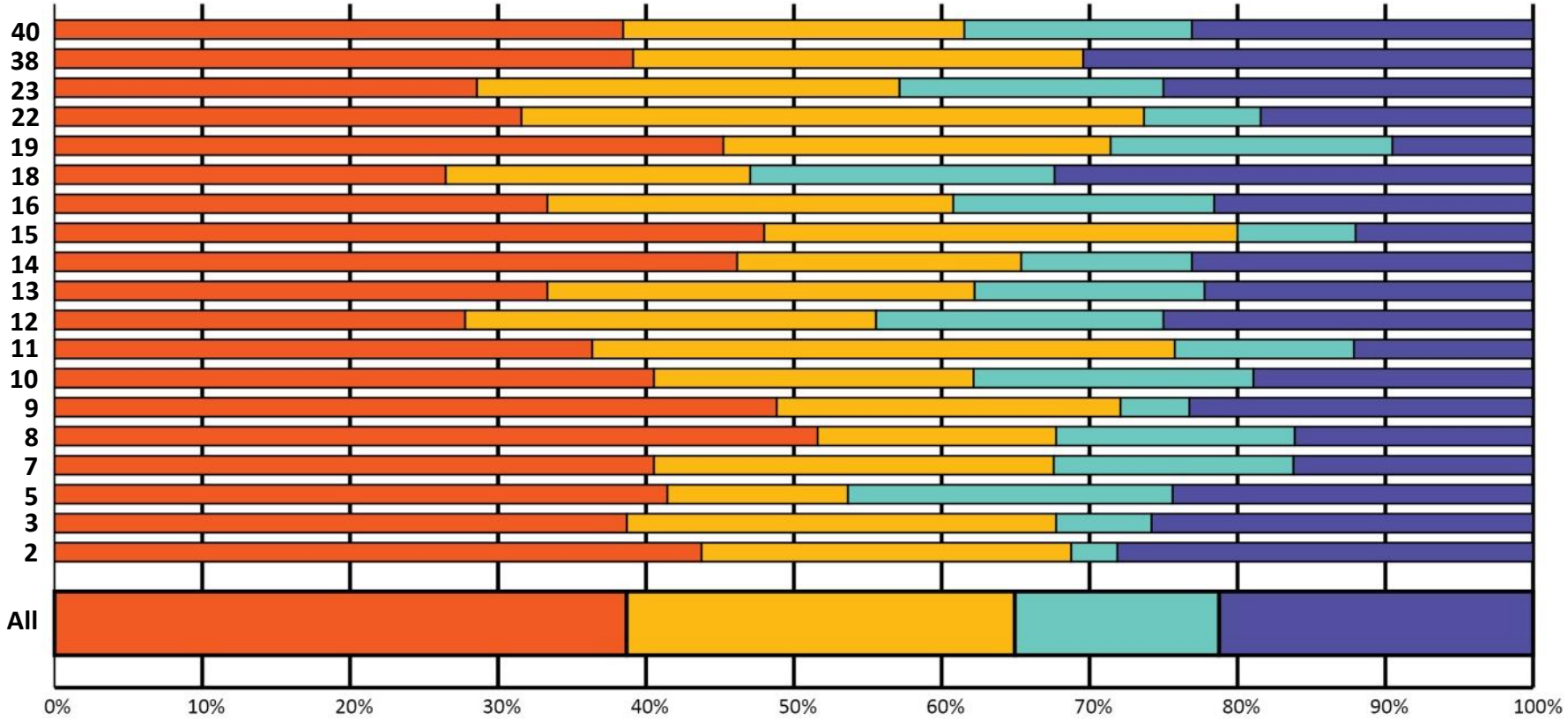
50%	5+ Days per Week
24%	3 or 4 Days per Week
15%	1 or 2 Days per Week
6%	1 or 2 Days per Month
3%	Less than Once per Month
2%	This is My First Time



How do you get to the bus stop?

RESULTS:

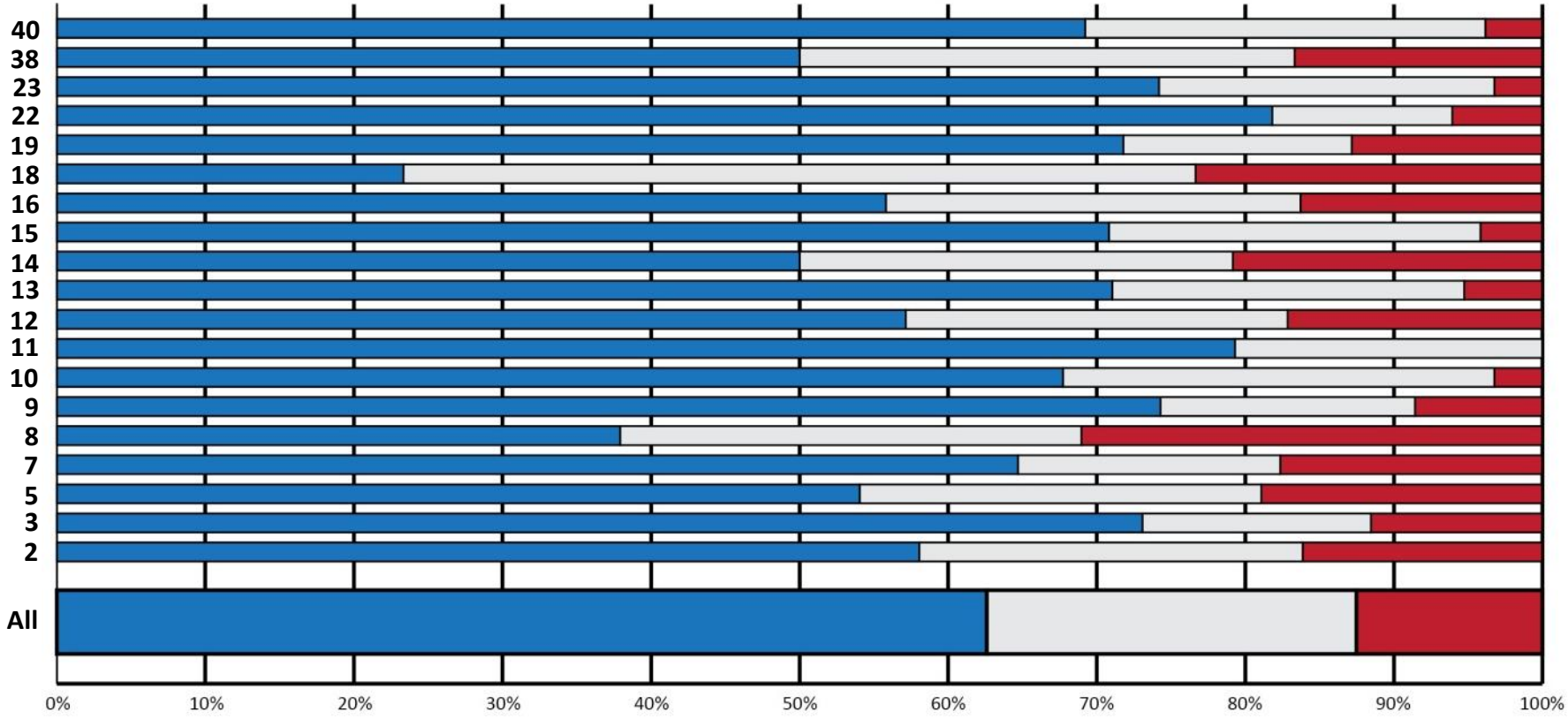
91%	Walk/Wheelchair
5%	Bicycle
2%	Drive
2%	Dropped Off or Taxi



How do you pay for the bus fare?

RESULTS:

39%	Cash
26%	Daily Pass
14%	Weekly Pass
21%	Monthly Pass

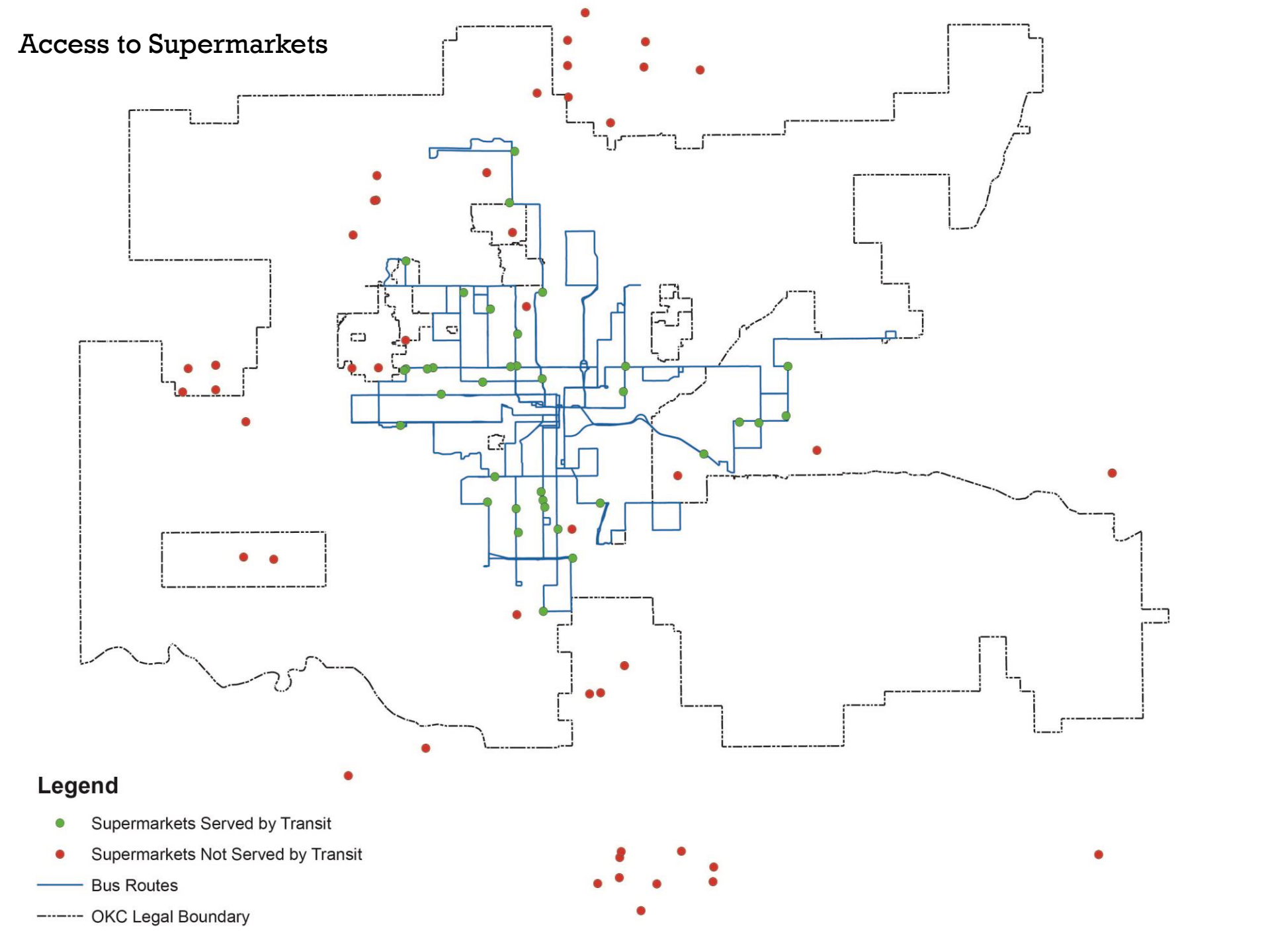


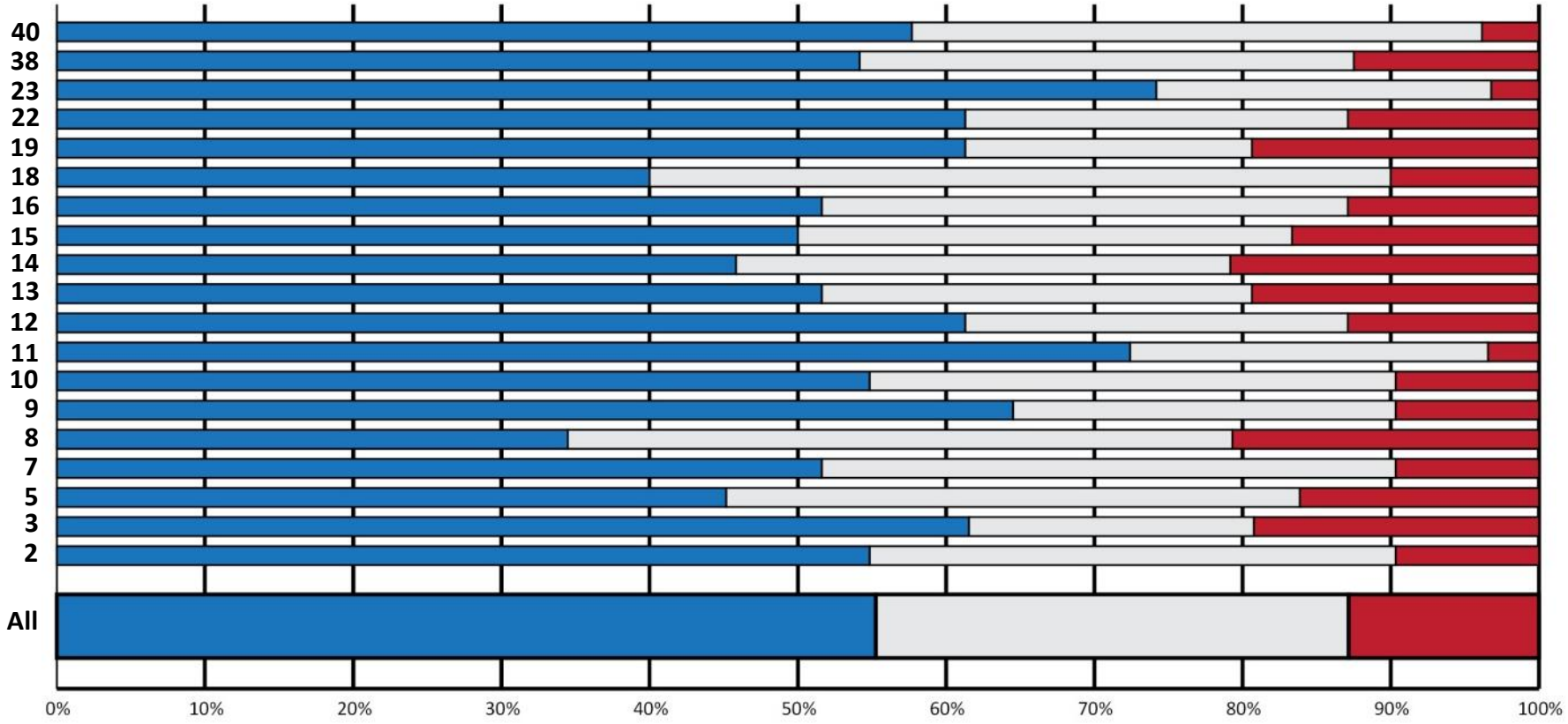
I have better access to grocery stores…

RESULTS:

63%	Yes
25%	Not Applicable
12%	No

Access to Supermarkets



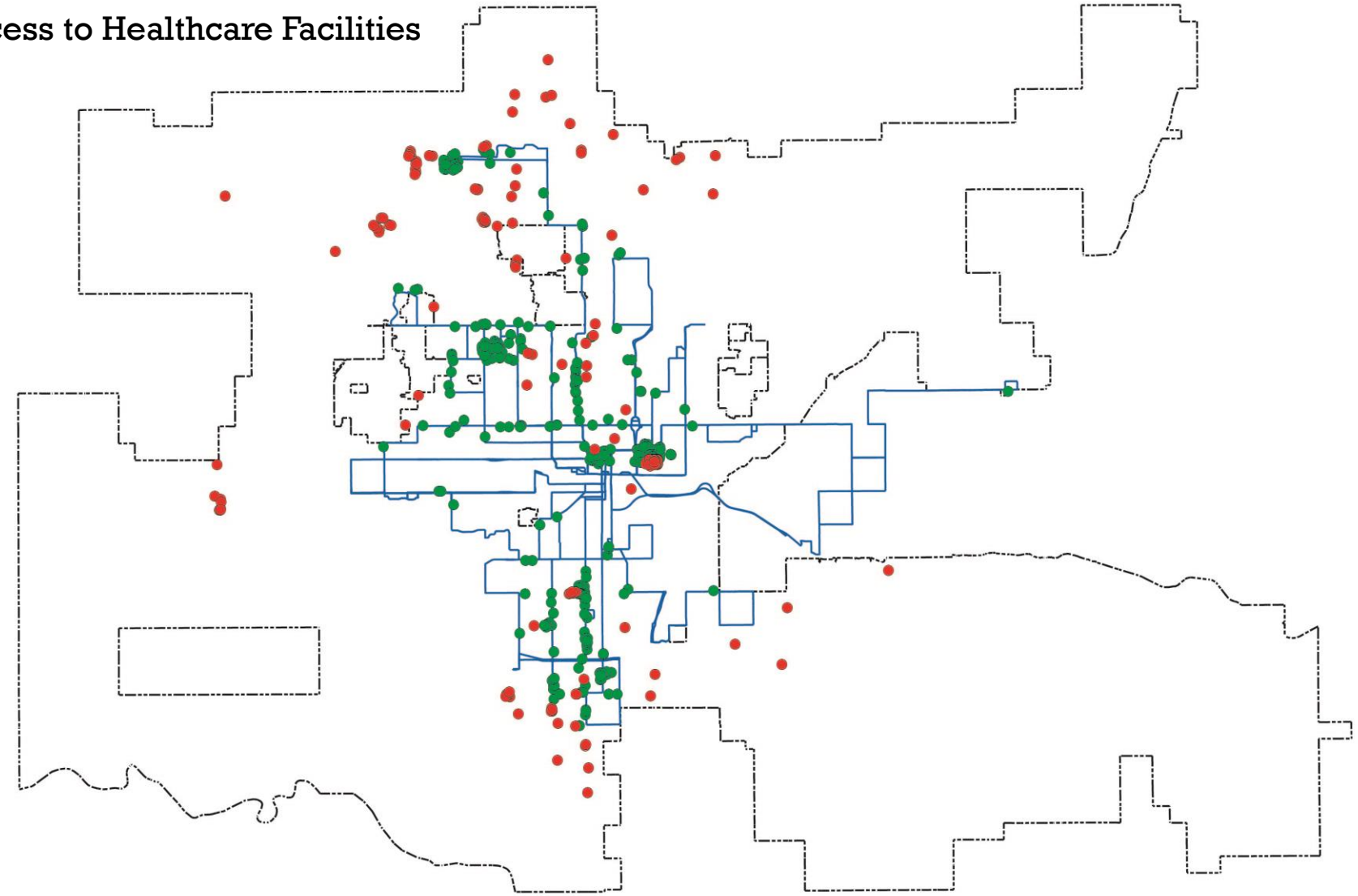


I have better access to healthcare facilities…

RESULTS:

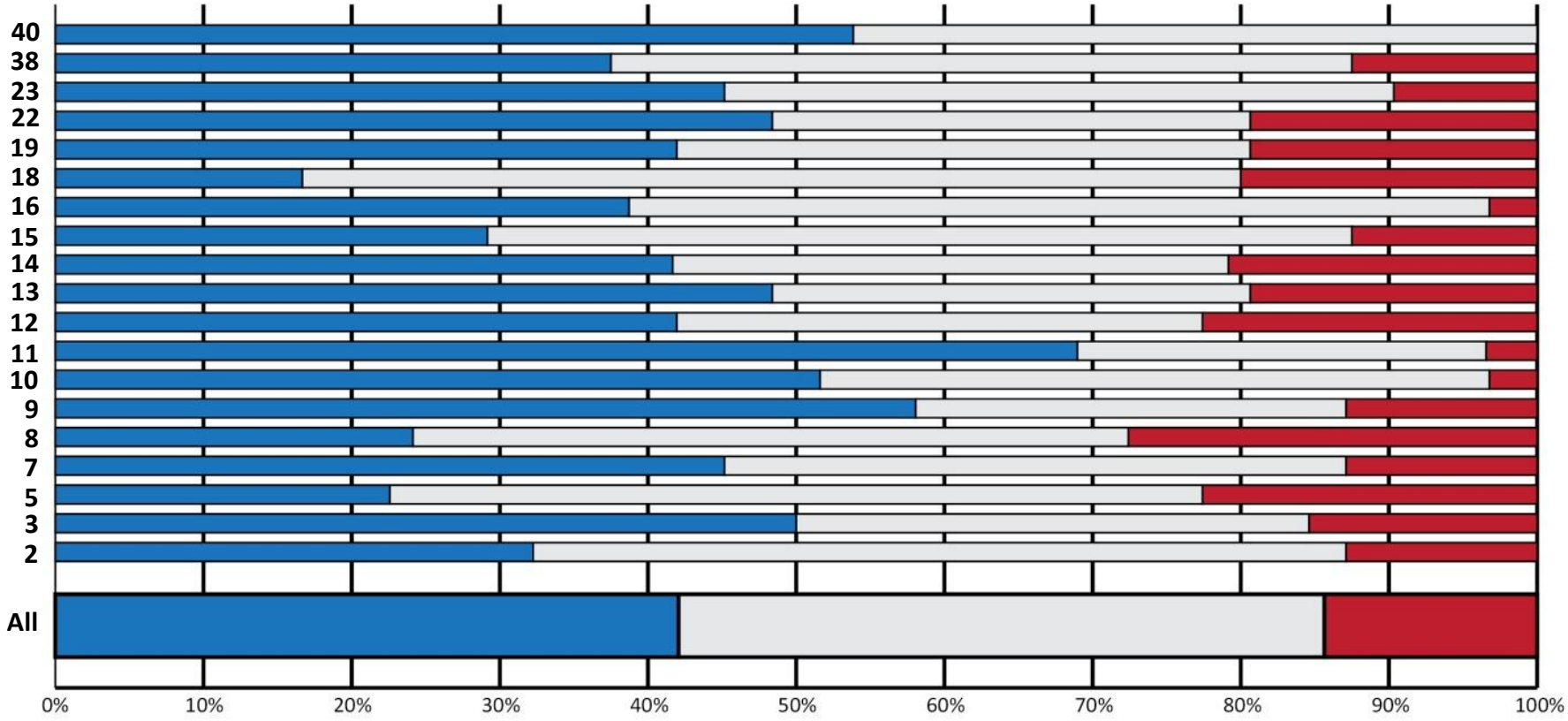
55%	Yes
32%	Not Applicable
13%	No

Access to Healthcare Facilities



Legend

- Healthcare Facilities Not Served by Transit
- Healthcare Facilities Served by Transit
- Bus Routes
- OKC Legal Boundary

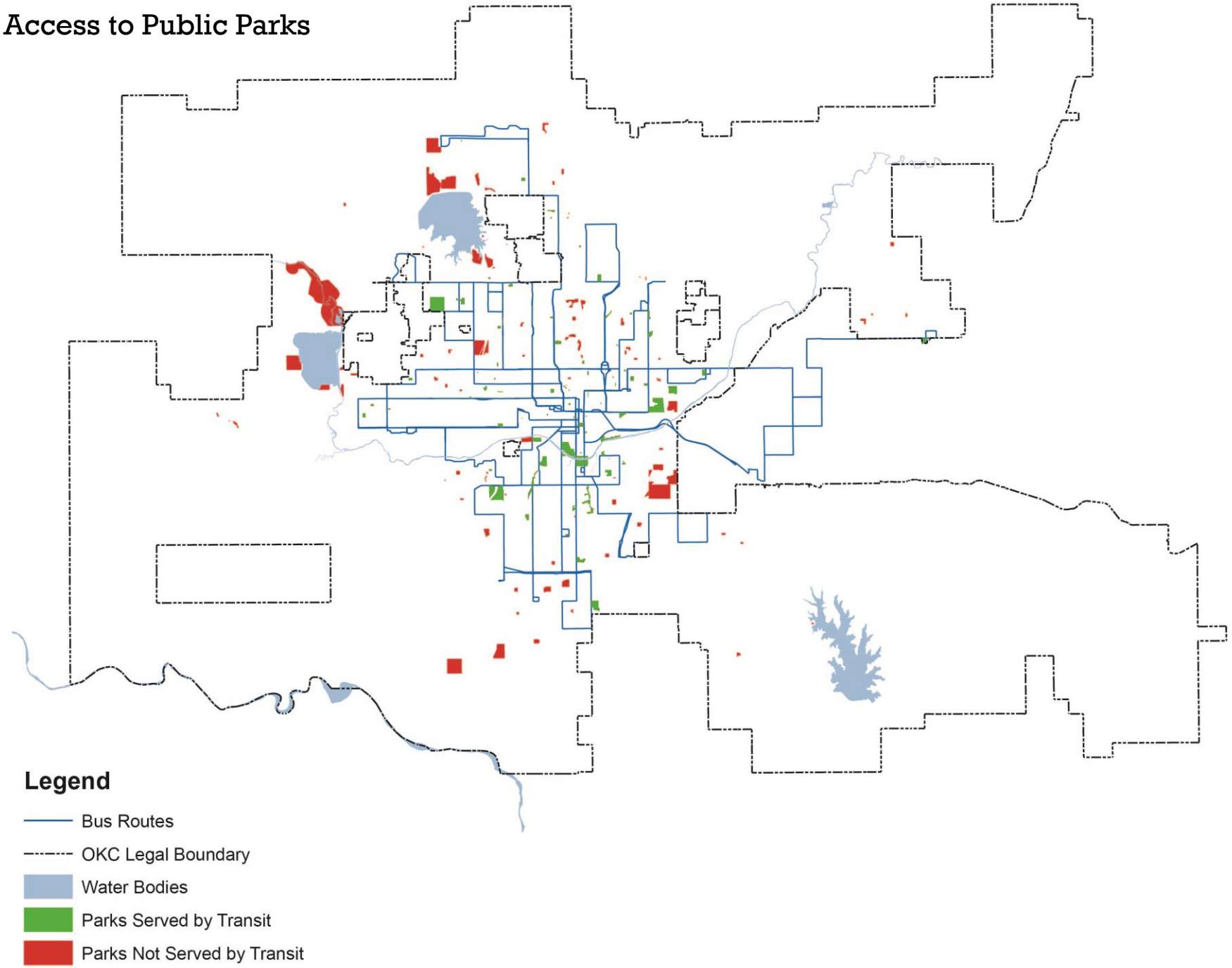


I have better access to physical activity…

RESULTS:

42%	Yes
44%	Not Applicable
14%	No

Access to Public Parks



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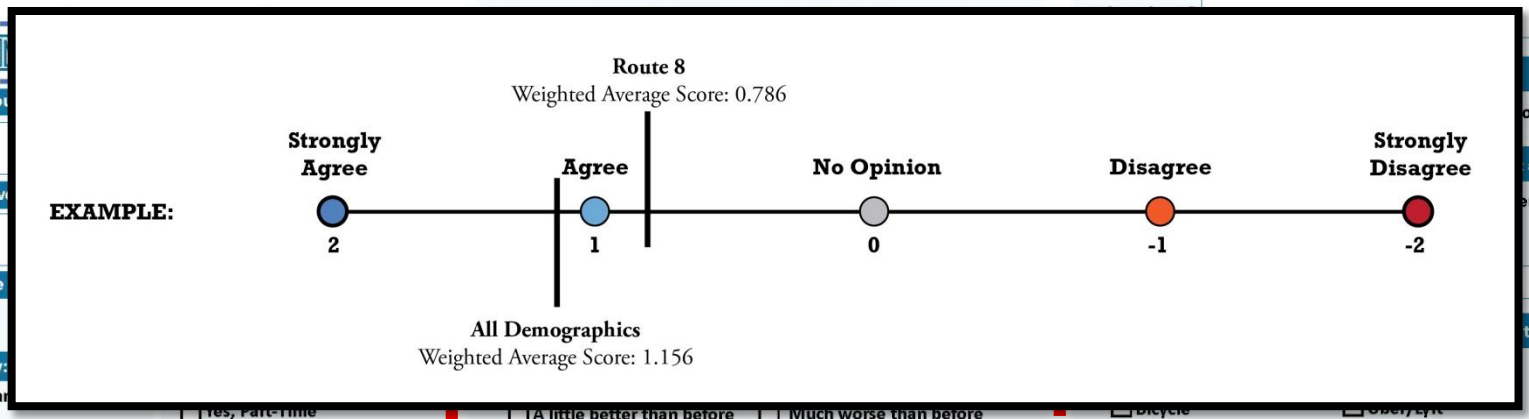
TRANSIT SERVICE QUESTIONS

How often do you ride the bus?

- ☐ 5+ days per week
- ☐ 3 or 4 days per week
- ☐ 1 or 2 days per week
- ☐ 1 or 2 days per month
- ☐ Less than once a month
- ☐ This is my first time

With the recent changes, do you feel you have better access to:

	Yes	No	N/A
Grocery stores	☐	☐	☐
Healthcare facilities	☐	☐	☐
Physical activity opportunities (parks, gyms, trails, etc.)	☐	☐	☐



DE

What is yo

What year w

Are

- ☐ Male

Race/Ethnicity:

- ☐ Black/Africa
- ☐ White/Caucasian
- ☐ Hispanic/Latino(a)
- ☐ Asian/Pacific Islander
- ☐ Native American
- ☐ Other _____

Including yourself, how many people are in your household?

☐1 ☐2 ☐3 ☐4 ☐5 +

How many working vehicles (cars, trucks, and motorcycles) are available in your household?

☐0 ☐1 ☐2 ☐3 +

- ☐ Yes, Part-Time
- ☐ Unemployed, Looking
- ☐ Unemployed, Not Looking
- ☐ Retired
- ☐ Student

What is your estimated household income?

- ☐ Less than $10,000
- ☐ $10,000 to $29,999
- ☐ $30,000 to $49,999
- ☐ $50,000 to $69,999
- ☐ $70,000 to $99,999
- ☐ $100,000 or more

- ☐ A little better than before
- ☐ Much worse than before
- ☐ The same
- ☐ Not applicable/No opinion

Do you agree or disagree with the following statements?

	Strongly Agree	*Agree*	*No Opinion*	*Disagree*	*Strongly Disagree*
The bus takes me where I want to go.	☐	☐	☐	☐	☐
Buses are on time.	☐	☐	☐	☐	☐
Drivers are helpful and friendly.	☐	☐	☐	☐	☐
Buses are clean.	☐	☐	☐	☐	☐
I feel safe riding the bus.	☐	☐	☐	☐	☐
I spend less time waiting on the bus.	☐	☐	☐	☐	☐

onthly Pass

apply

environment

this trip?

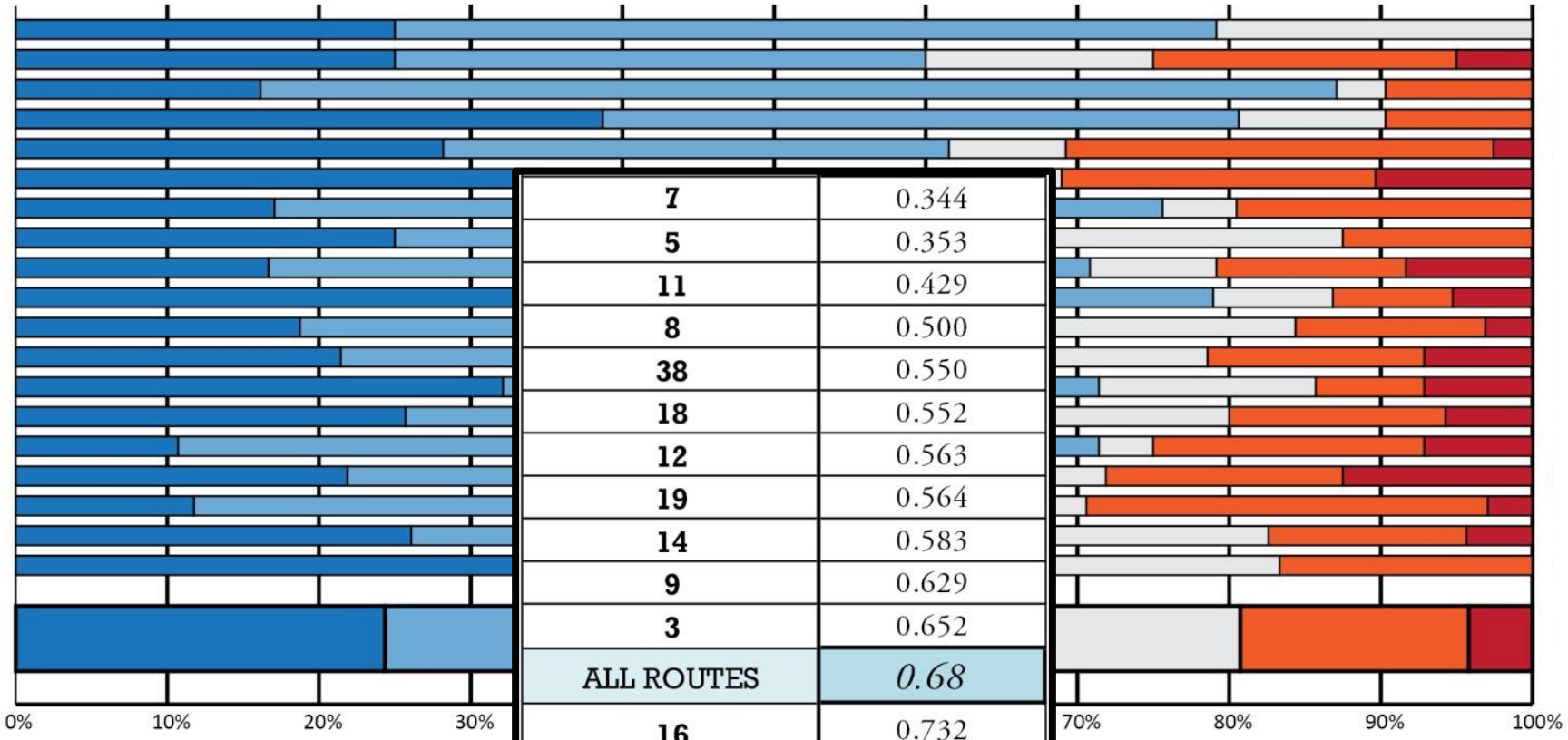
- ☐ Bicycle
- ☐ Uber/Lyft
- ☐ Drive
- ☐ Ride with a friend
- ☐ Taxi
- ☐ Would not make the trip

In a few words, how can the bus system be improved?

Weighted Average Questions

1. The bus takes me where I need to go.
2. Buses are on time.
3. Drivers are courteous and helpful.
4. The buses are clean.
5. I feel safe riding the bus.
6. I spend less time waiting on the bus than before.
7. What is your overall impression of the recent route changes?

Bus Route	Total Average Score
5	0.605
8	0.647
18	0.649
14	0.679
9	0.776
16	0.781
7	0.798
12	0.808
19	0.809
15	0.815
3	0.828
ALL ROUTES	*0.835*
10	0.886
11	0.909
13	0.923
2	0.933
23	0.952
38	0.997
40	1.069
22	1.088

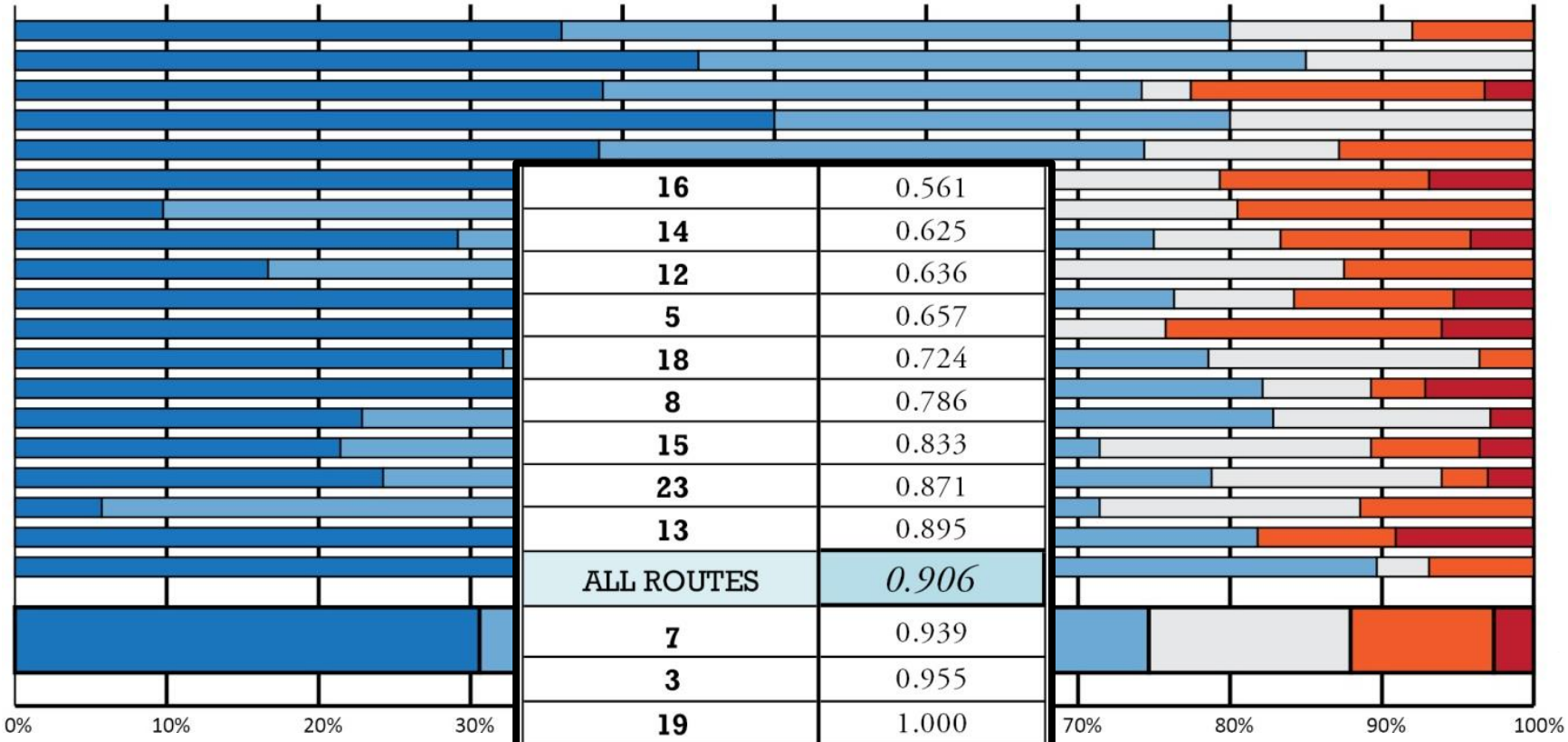


7	0.344
5	0.353
11	0.429
8	0.500
38	0.550
18	0.552
12	0.563
19	0.564
14	0.583
9	0.629
3	0.652
ALL ROUTES	*0.68*
16	0.732
15	0.792
10	0.821
2	0.833
23	0.935
13	0.947
40	1.042
22	1.097

Drivers a helpful…

9% Disagree

3% Strongly Disagree

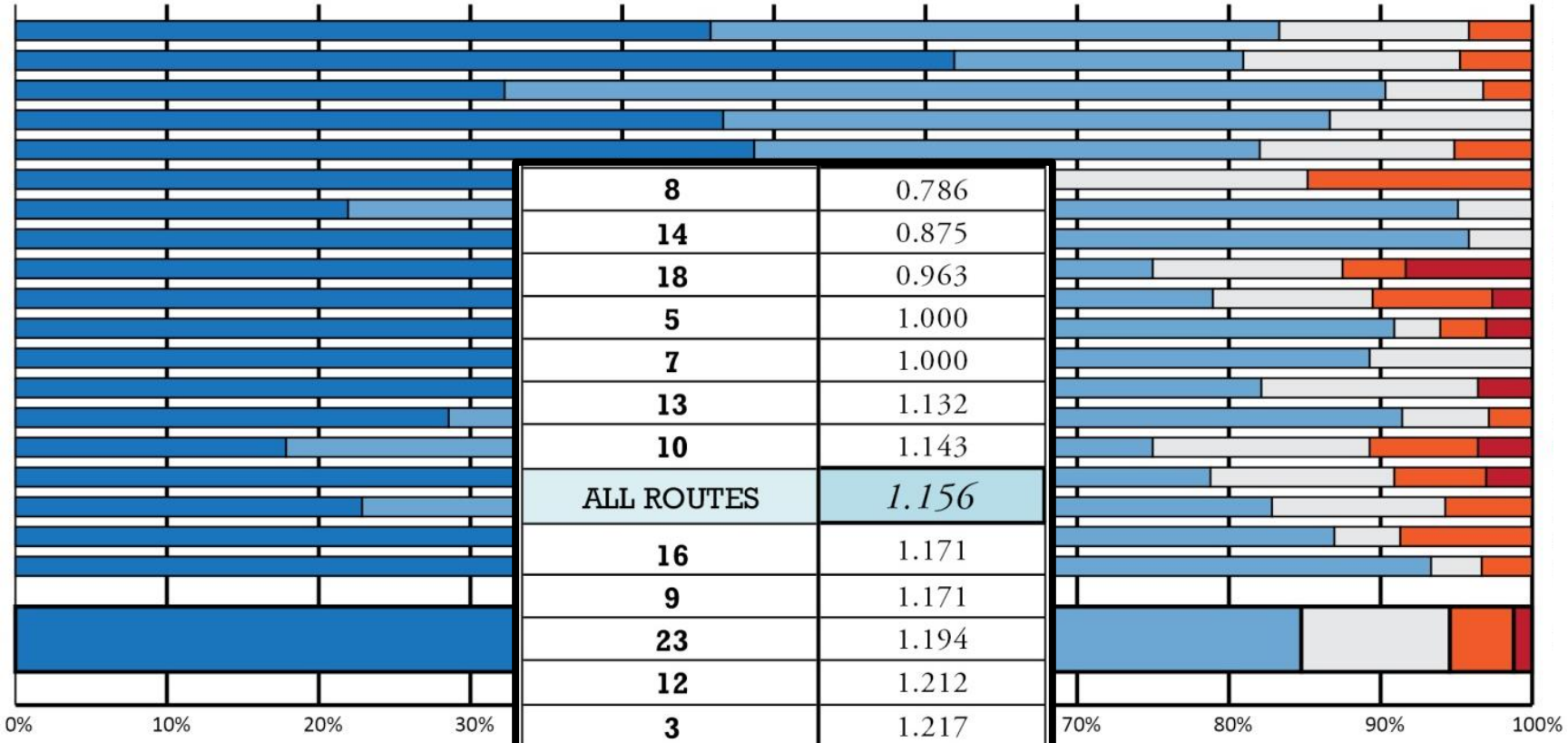


16	0.561
14	0.625
12	0.636
5	0.657
18	0.724
8	0.786
15	0.833
23	0.871
13	0.895
ALL ROUTES	*0.906*
7	0.939
3	0.955
19	1.000
9	1.000
10	1.036
11	1.071
40	1.080
2	1.207
38	1.300
22	1.300

Th… …

9% Disagree

3% Strongly Disagree

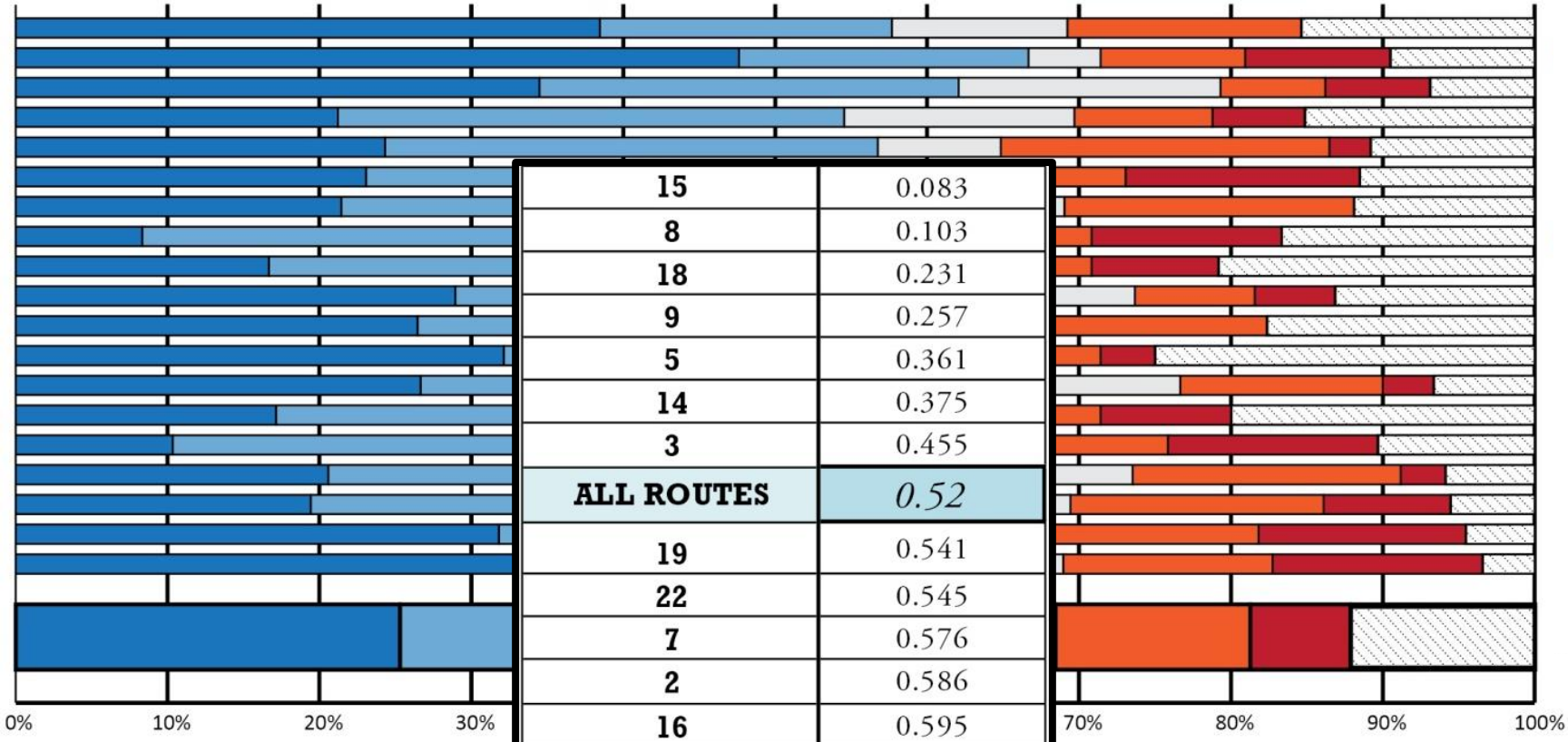


8	0.786
14	0.875
18	0.963
5	1.000
7	1.000
13	1.132
10	1.143
ALL ROUTES	*1.156*
16	1.171
9	1.171
23	1.194
12	1.212
3	1.217
2	1.233
40	1.250
19	1.256
11	1.286
22	1.333
38	1.381
15	1.417

I fee…us…

4% Disagree

1% Strongly Disagree



15	0.083
8	0.103
18	0.231
9	0.257
5	0.361
14	0.375
3	0.455
ALL ROUTES	*0.52*
19	0.541
22	0.545
7	0.576
2	0.586
16	0.595
13	0.632
10	0.633
12	0.676
11	0.750
23	0.759
40	0.808
38	0.857

What is your i oute changes?

13% A Little Worse than Before
7% Much Worse than Before
12% No Opinion/Not Applicable

Future Considerations

1. **Improve Bus Stop Accessibility.**
2. **Increase Service Availability.**
3. **Further Improve Routes.**
4. **Decrease Reliance on Cash for Fares.**
5. **Increase Directed Marketing Strategies.**
6. **Improve Experience for Key Groups.**
7. **Engage Employers to Offer Transit Passes in Lieu of Parking.**