

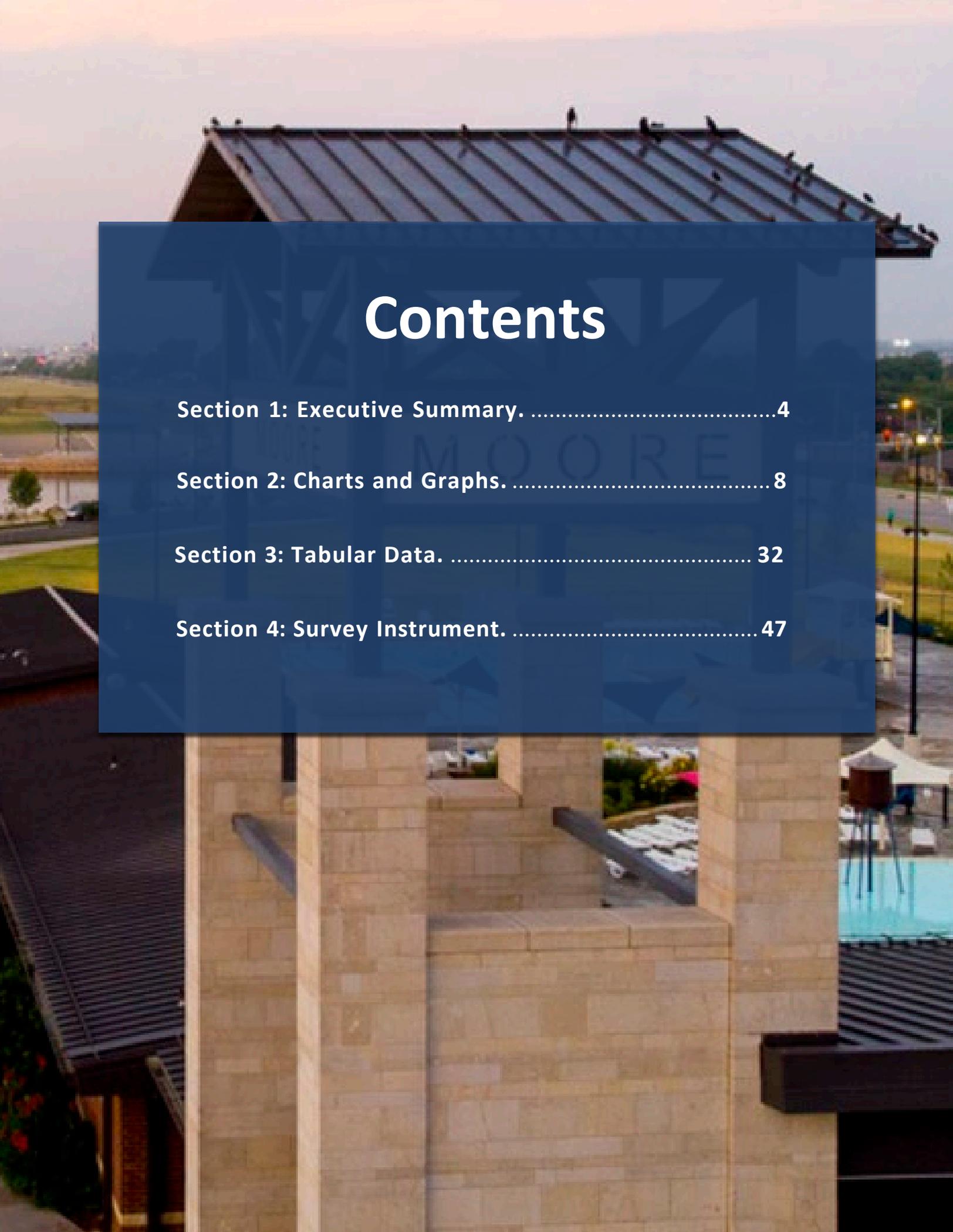
2023

**City of Moore, Oklahoma
Community Transportation
Survey**

Findings Report



ETC
INSTITUTE



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Executive Summary

2023 City of Moore, OK

Community Transportation Survey

Executive Summary

Overview

In the Fall of 2023, the City of Moore, Oklahoma conducted a transportation survey to collect public opinion on transportation and funding issues in the community. The goal was to collect a minimum of 200 completed surveys from residents. The goal was met with 316 completed surveys collected. The overall results for the sample of 316 households have a precision of at least +/- 5.5 at the 95% level of confidence. The main purpose of the survey was to identify the interest in public transportation, preferred funding methods, and typical transportation habits of community members to develop a roadmap for the future to meet the community's needs.

Methodology

The survey was administered by ETC Institute through mail to a random selection of households from the Moore area. Surveys were sent out with a cover letter explaining the purpose of the survey and a return-reply envelope to mail the survey back. Respondents also had the option of completing the survey online at www.mooreoktransportationsurvey.org. Results were monitored to ensure that survey distribution was closely proportionate to the region's population demographics.

The following pages of the report contain a summary of the major findings from the survey; the full community value survey report includes the following:

- Charts and graphs depicting the results of the survey (Section 2)
- Tabular data of survey results (Section 3)
- A copy of the cover letter and survey instrument (Section 4)

Respondent Characteristics

- Demographics of Respondents.** Fifty percent of respondents (50%) were male, and fifty percent (50%) were female. Twenty-eight percent of respondents (28%) were between 50 and 64 years old. Twenty-seven percent (27%) were between 35 and 49 years old, twenty-one percent (21%) were 65 or older, and twenty-four percent (24%) were under 35 years old. Seventy-three percent of respondents (73%) described their race/ethnicity as White or Caucasian, and ten percent (10%) identified as Hispanic, Spanish, or Latino/a/x.
- Employment and Income.** Sixty-nine percent of respondents (69%) said that they were currently employed. One-third of respondents (33%) said that their annual household income was between \$60,000 and \$99,999. Twenty-eight percent had an annual household income of \$100,000 or more, twenty-five percent (25%) had an income between \$30,000 and \$59,999, and fourteen percent (14%) had an income of under \$30,000.
- Voting.** Ninety-five percent of respondents (95%) are registered to vote at their current address. Seventy-five percent of respondents (75%) said that they are very likely to vote in the next municipal election, and nineteen percent (19%) said they are somewhat likely.
- Household Vehicles and Drivers.** Ninety-seven percent of respondents (97%) said that they have a valid driver's license. Sixty percent of respondents (60%) have two licensed drivers in their household, twenty-two percent (22%) have three or more licensed drivers in their household, and eighteen percent (18%) have only one licensed driver in their household. Forty-six percent of respondents (46%) have two operating vehicles at their household, and twenty-four percent (24%) have three operating vehicles. Sixteen percent of respondents (16%) have one operating vehicle, twelve percent (12%) have four or more, and two percent (2%) have none.

Interest in Transit Service

- Services.** Respondents would be most likely to use "On-demand bus technology that operates in a similar manner to Uber & Lyft" (36% "very likely" or "likely"). The second highest rated potential service option was "door-to-door shuttle service for seniors or persons with disabilities" (32% "very likely" or "likely") followed by "a bus service that operates on fixed routes in the area where you live" (30% "very likely" or "likely"). Respondents were asked to rate the importance of different purposes for designing transit services in the region. The highest rated purpose was "serving low-income, disabled, or senior populations with few other transportation options" (88% "very important" or "somewhat important"). "Supporting economic development & access to other jobs" and "Connecting Moore to neighboring cities (e.g., Oklahoma City, Norman) were the next highest rated purposes (78% "very important" or "somewhat important" each).

- **Willingness to Pay.** More than half of respondents (51%) said that they would be willing to pay between \$2.00 - \$5.00 for a One-Way Pass on public transit. Thirty-nine percent of respondents (39%) said that they would be willing to pay between \$2.00 - \$5.95 for a Day Pass on public transit, and twenty-eight percent (28%) would be willing to pay at least \$6.00. One-third of respondents (33%) said that they would be willing to pay between \$20.00 - \$30.00 for a Monthly Pass on public transit, and twenty-three percent (23%) would be willing to pay at least \$35.00.
- **Potential Transit Usage.** Twenty-eight percent of respondents (28%) indicated that they would be interested in using transit service for personal/recreational activities. Twenty-seven percent (27%) would use it for medical visits, and twenty-five percent (25%) would use it for grocery shopping. When asked during which time periods respondents would most likely use transit, the highest selected option was between 3:00pm and 7:00pm (28%). The second highest selected option was 9:00am to 12:00pm (23%) followed by 5:00am to 9:00am (18%).

Funding

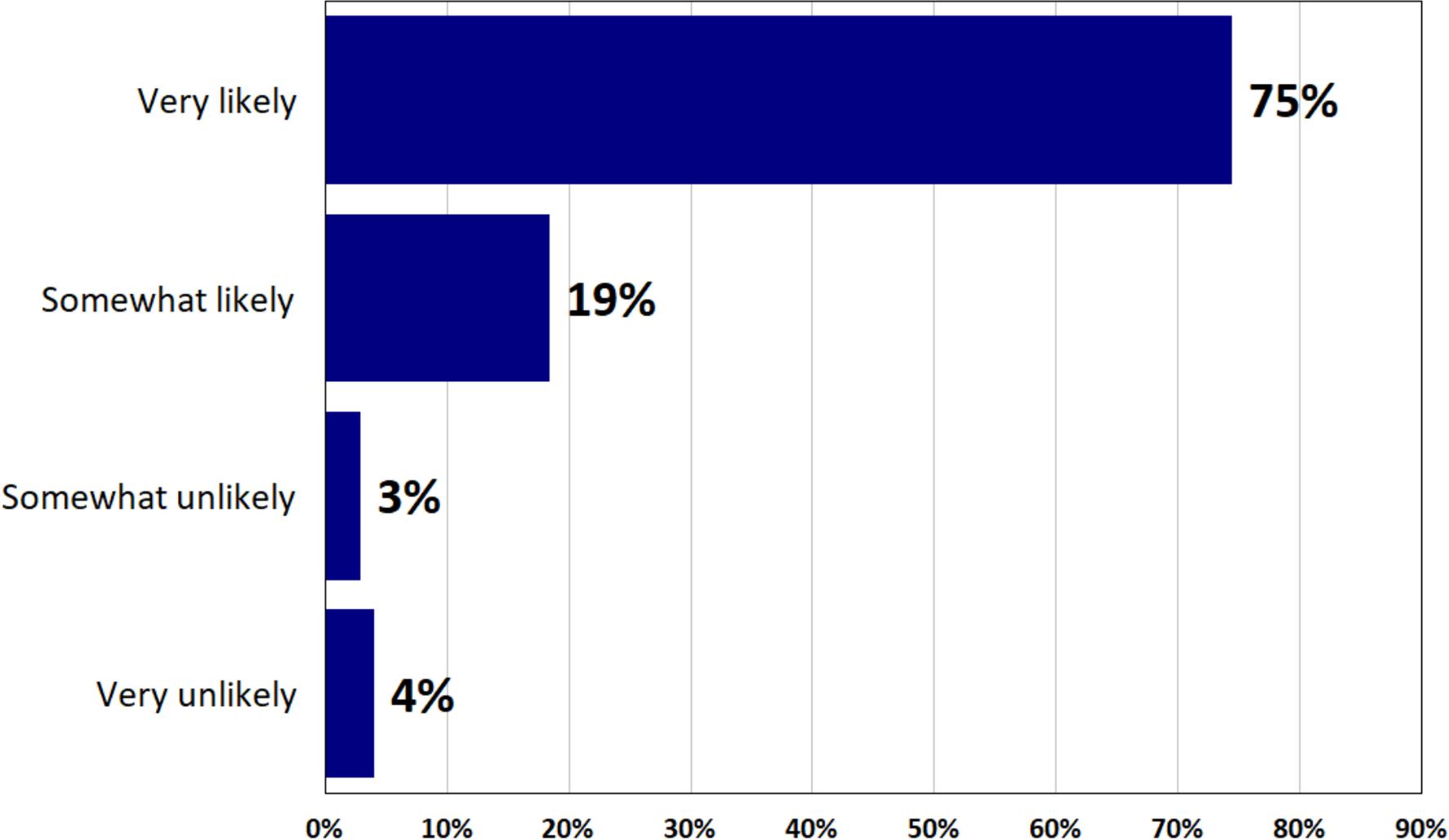
- **Importance of Funding.** When asked how important it is for the City of Moore to support and fund public transportation, thirty-seven percent of respondents (37%) selected “very important,” and twenty-five percent (25%) selected “somewhat important.” Ten percent (10%) selected “not sure,” and twenty-eight percent (28%) did not believe it was important.
- **Methods of Funding.** Respondents were asked to rate how supportive they would be of three potential funding sources that could be used to add public transit and infrastructure. Thirty-five percent of respondents (35%) would be supportive of a small sales tax increase in Moore. Twenty-six percent of respondents (26%) would be supportive of an annual fee added to each car’s registration fee, and twelve percent (12%) would be supportive of an increase to taxable value of houses in Moore.

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Charts & Graphs

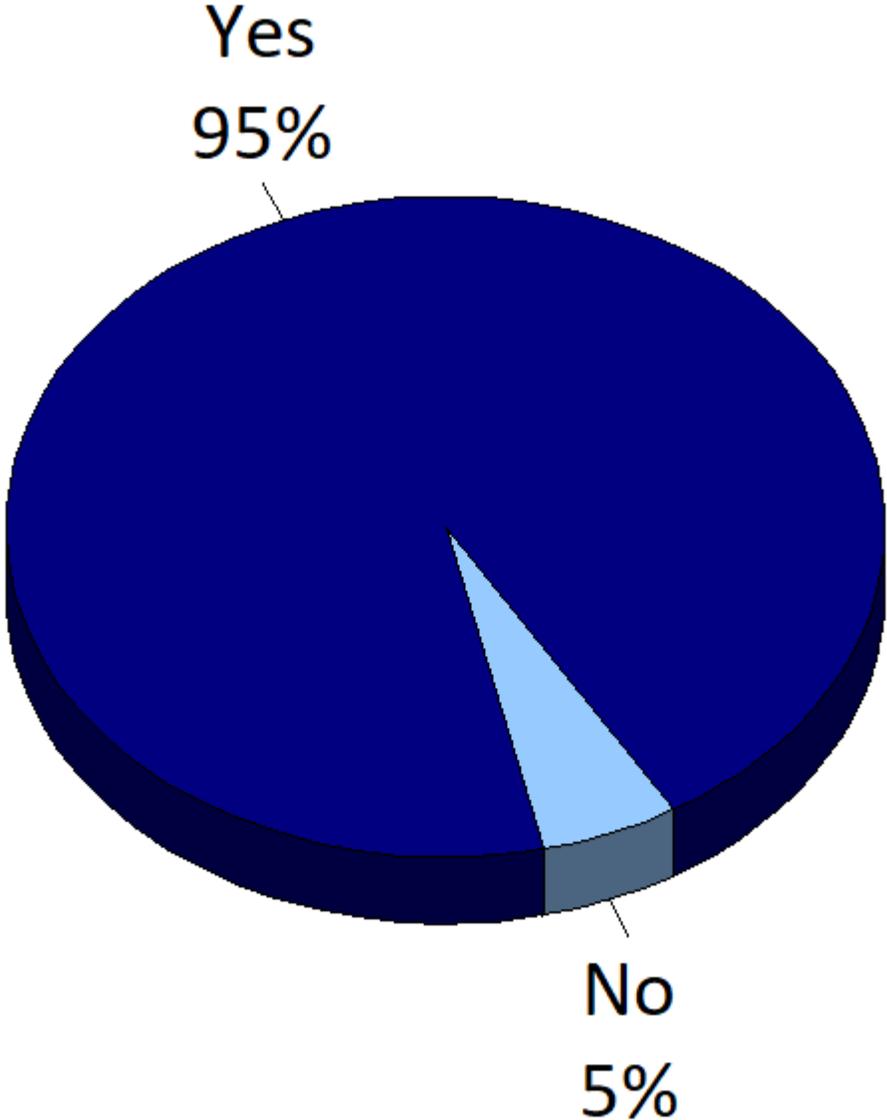
Q1. How likely are you to vote in the next municipal election?

by percentage of respondents (excluding “not provided”)



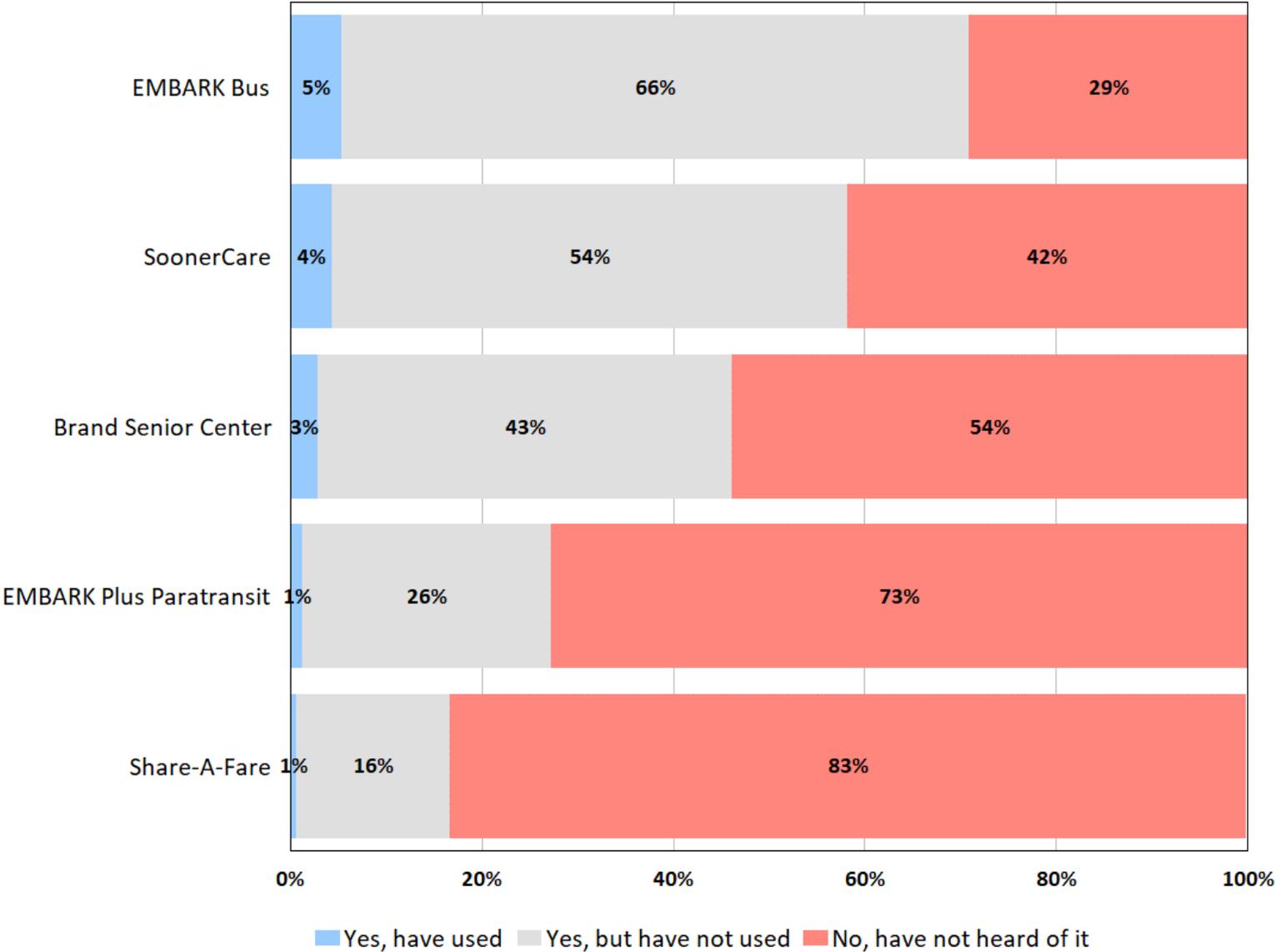
Q2. Are you registered to vote at your current address?

by percentage of respondents



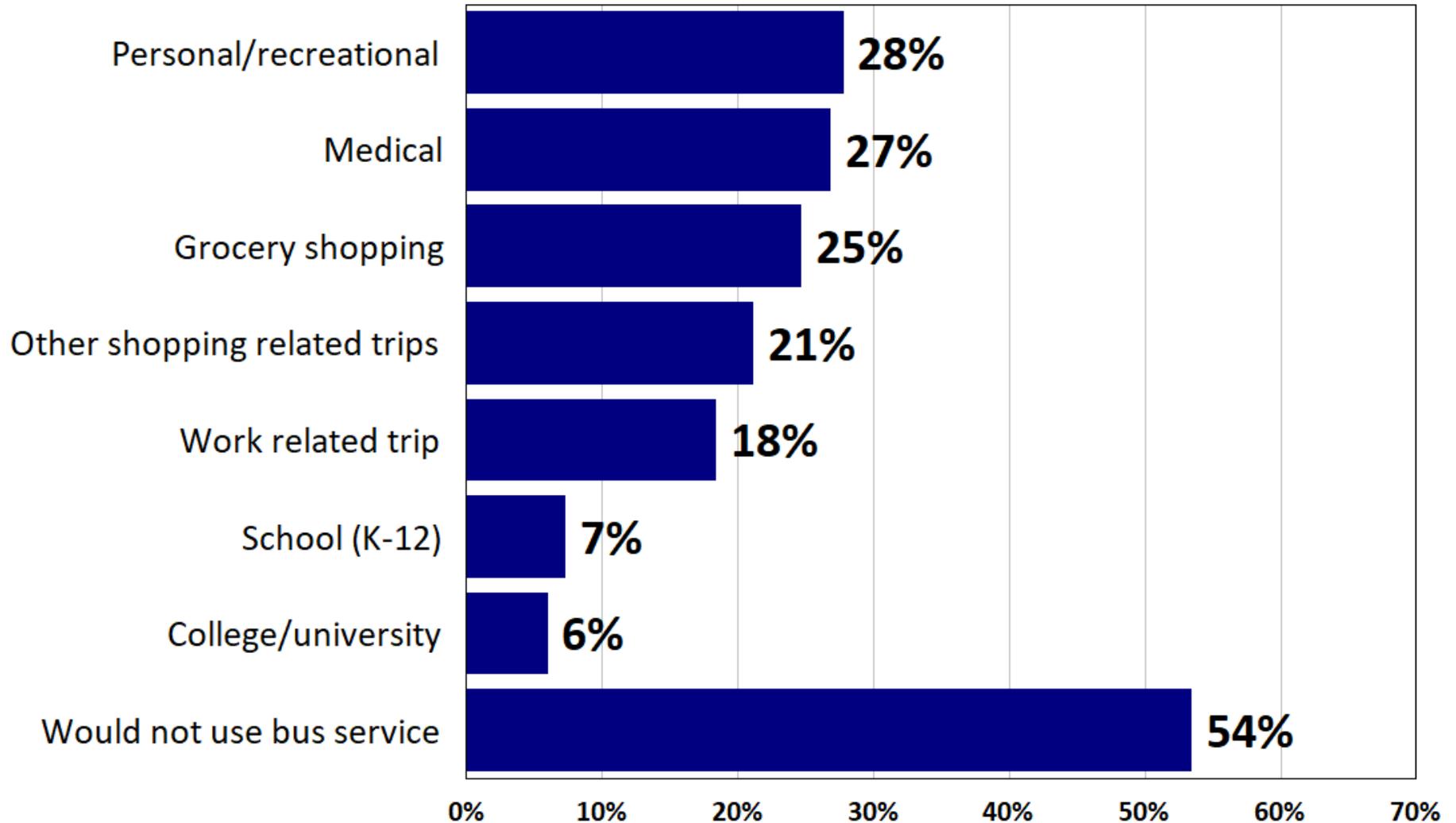
Q3. Are you aware of any of the existing transportation services in the area?

by percentage of respondents



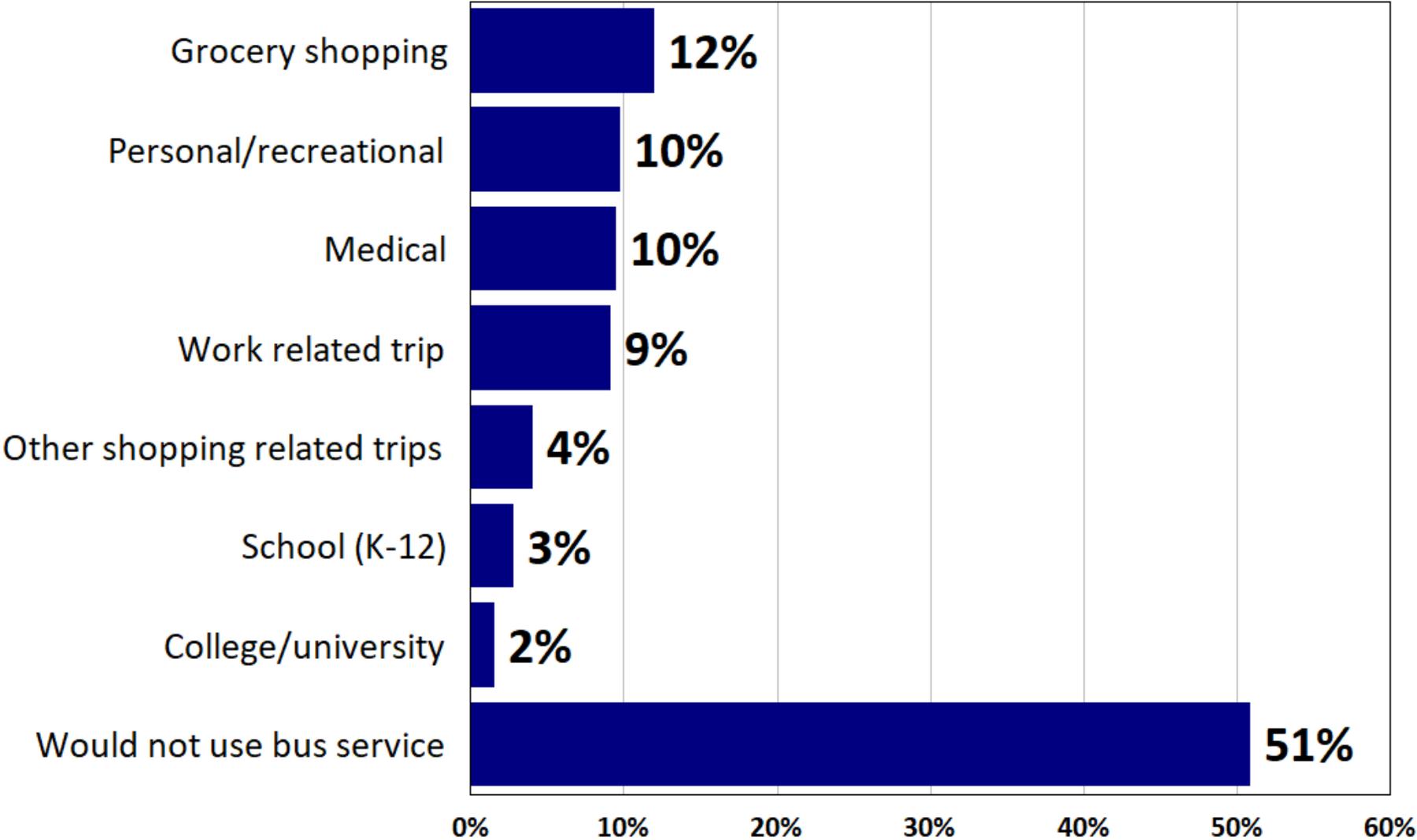
Q4. For what trip purpose would you be interested in using transit service?

by percentage of respondents (multiple choices could be selected)



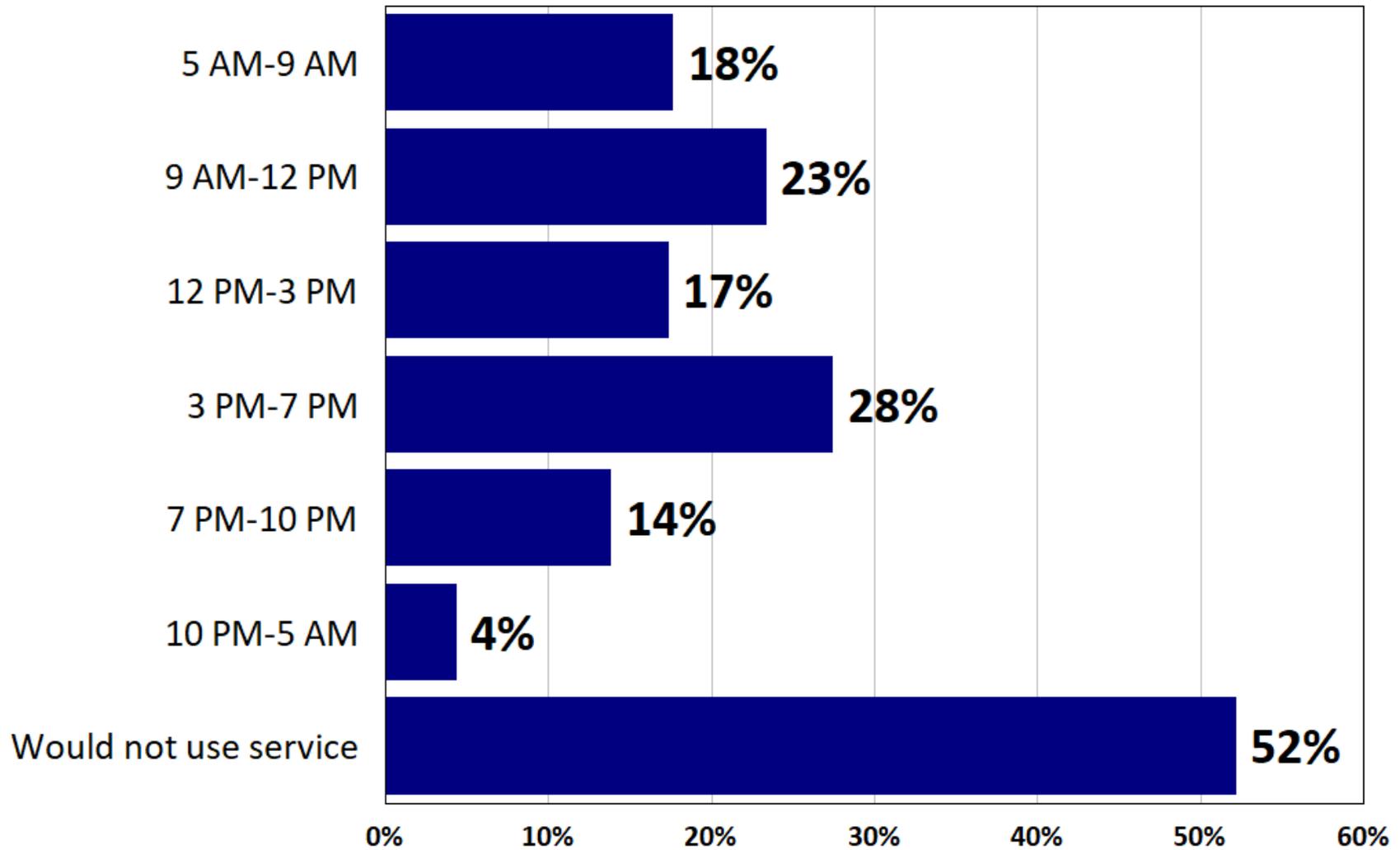
Q4a. For the trip purposes you selected in Question 4, which ONE would be your most common purpose?

by percentage of respondents



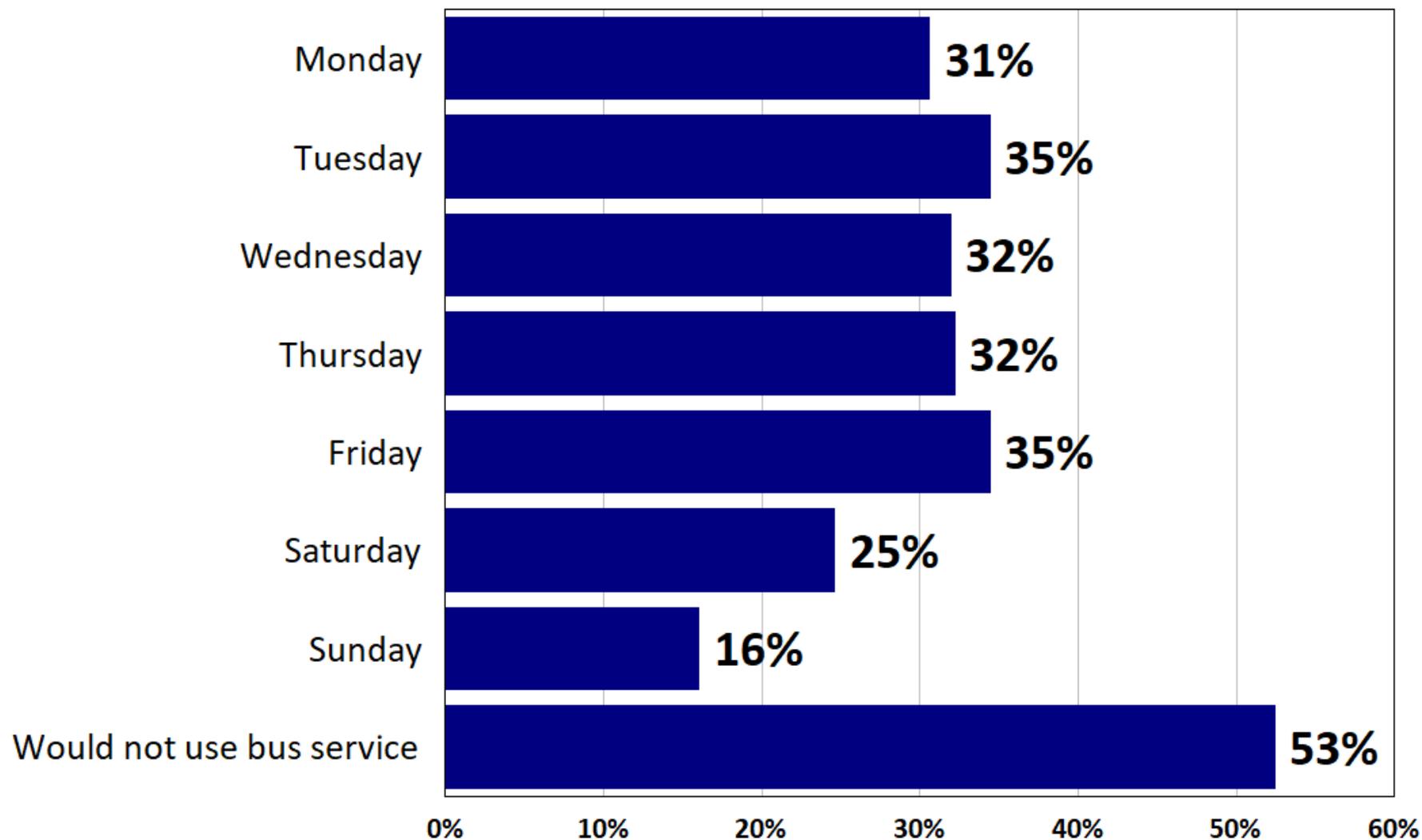
Q5. During what times of day would you be most interested in using transit service?

by percentage of respondents



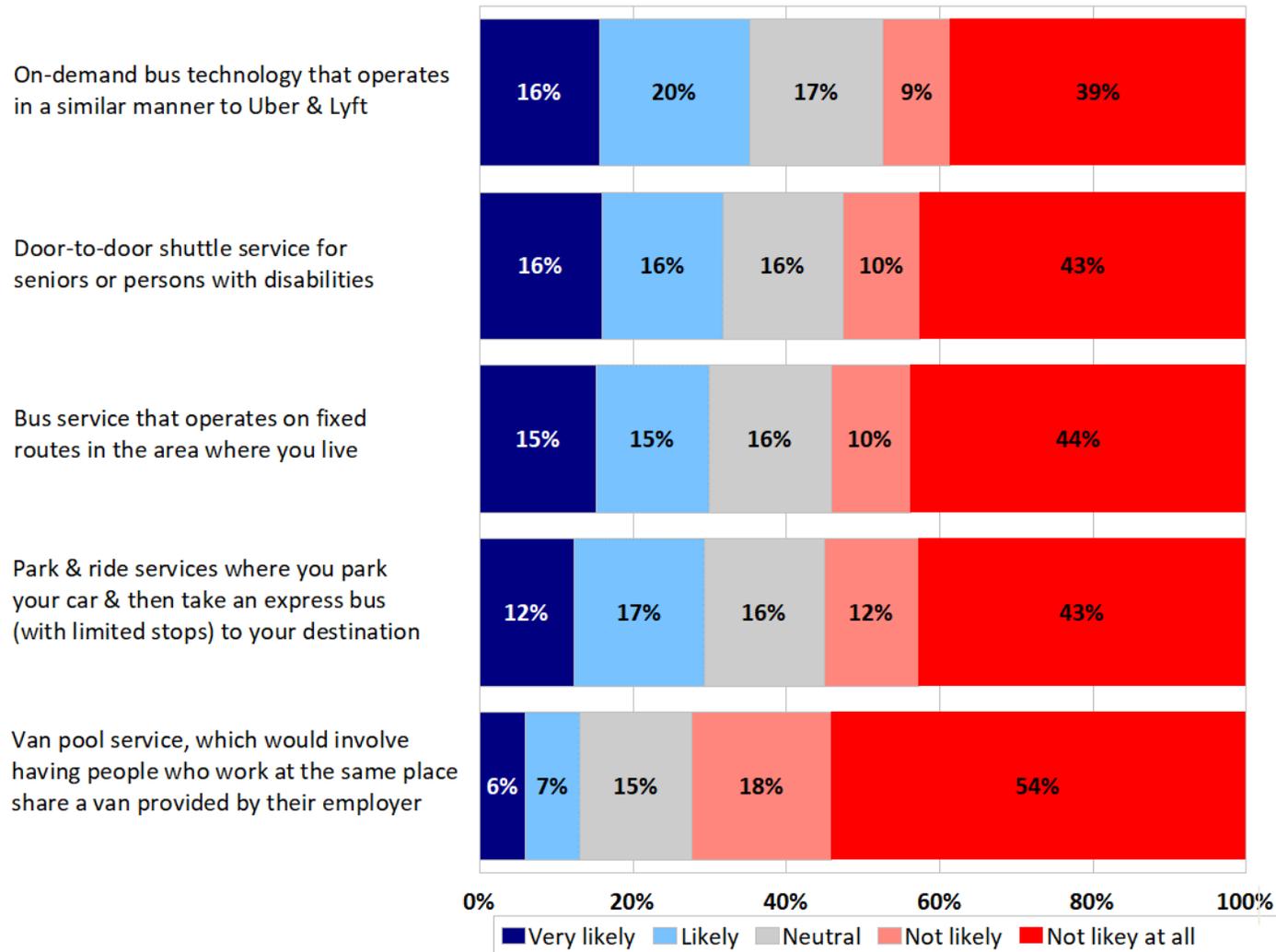
Q6. During what days of the week would you be most interested in using transit service?

by percentage of respondents



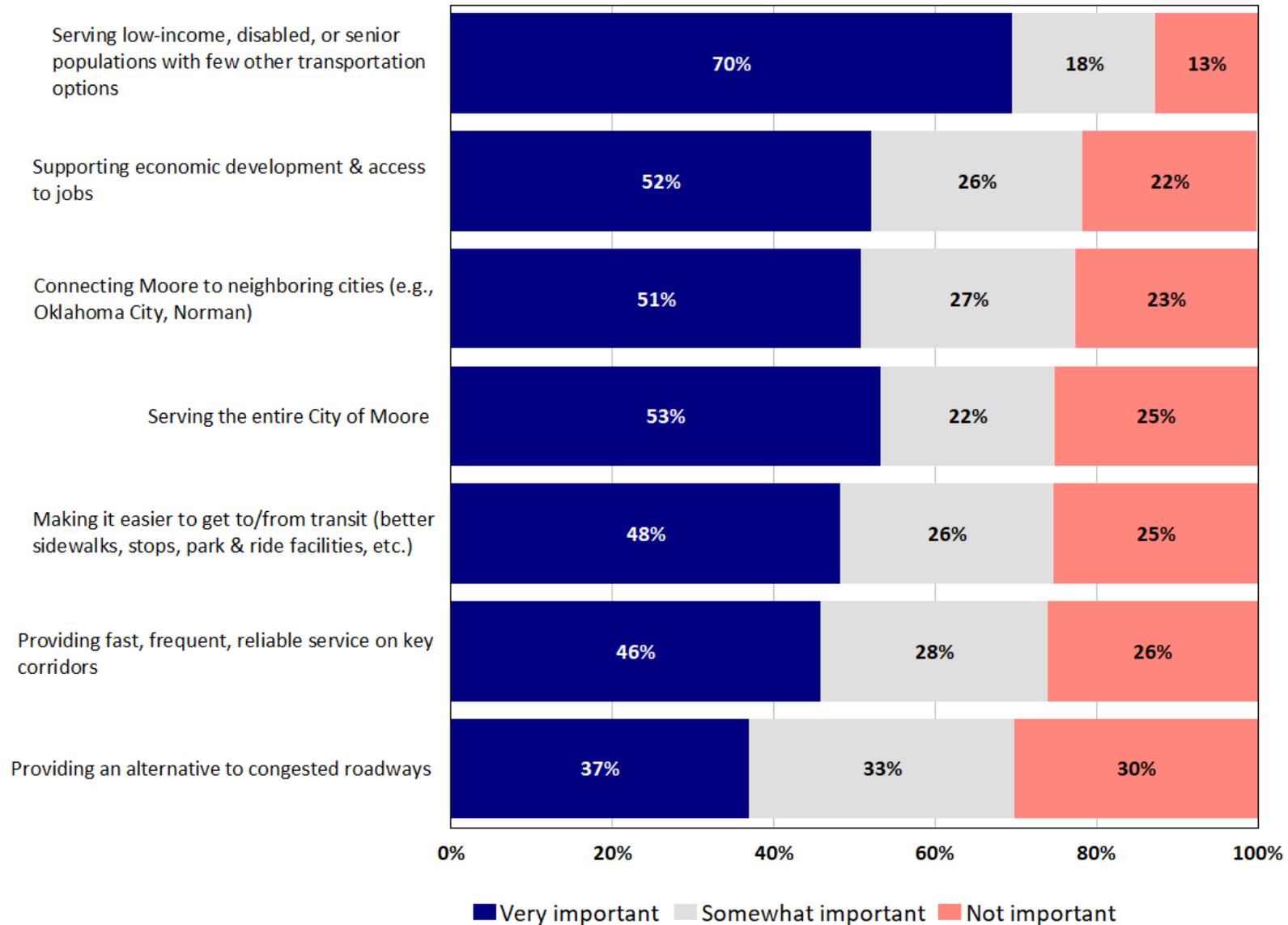
Q7. Using a scale of 1 to 5, where 5 is “Very Likely” and 1 is “Not Likely at All,” please indicate how likely you or other members of your household would be to use the following types of transportation?

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



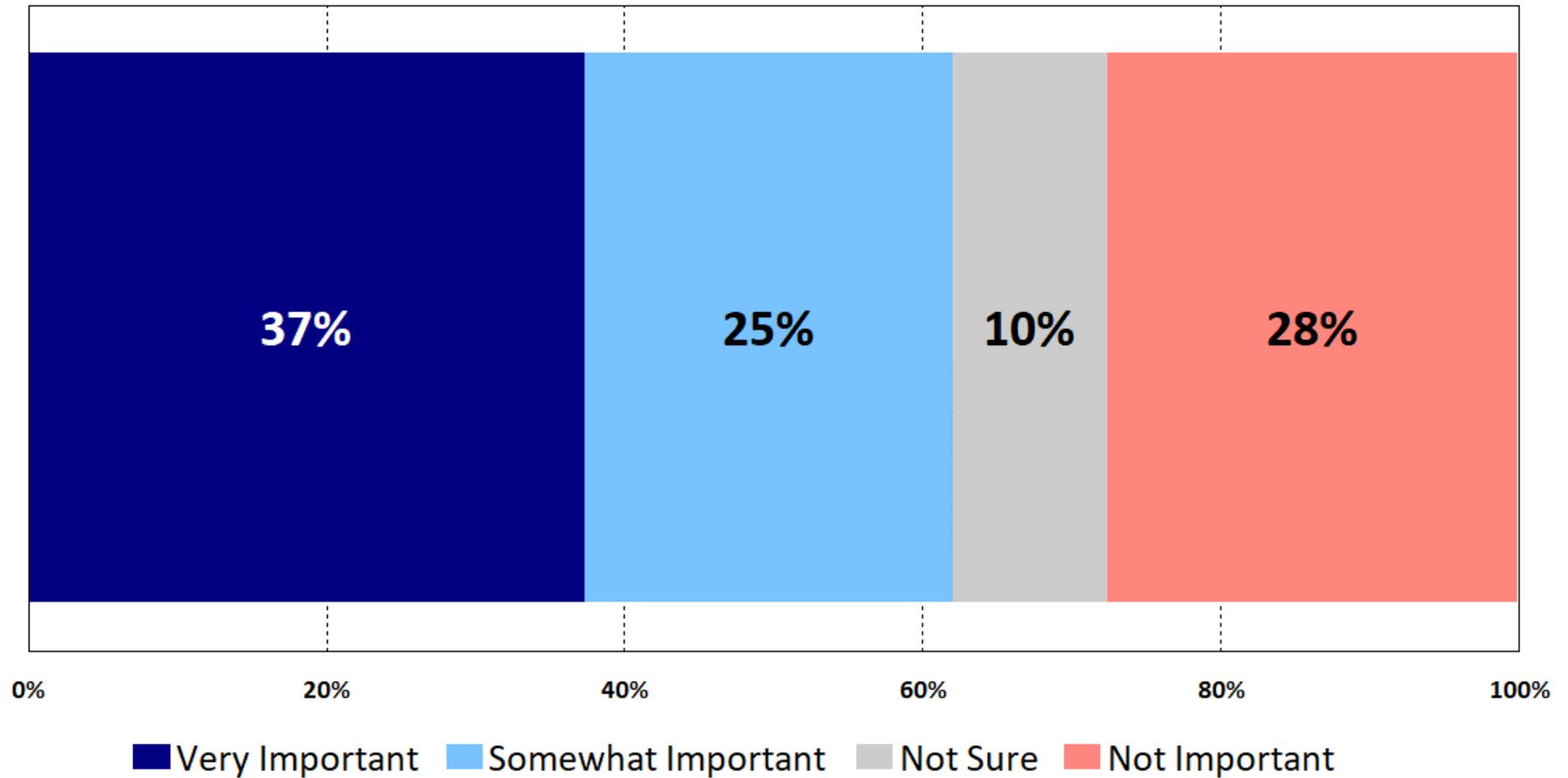
Q8. Please indicate whether you think each purpose should be “Very Important,” “Somewhat Important,” or “Not Important in the design of transit services in the region.

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



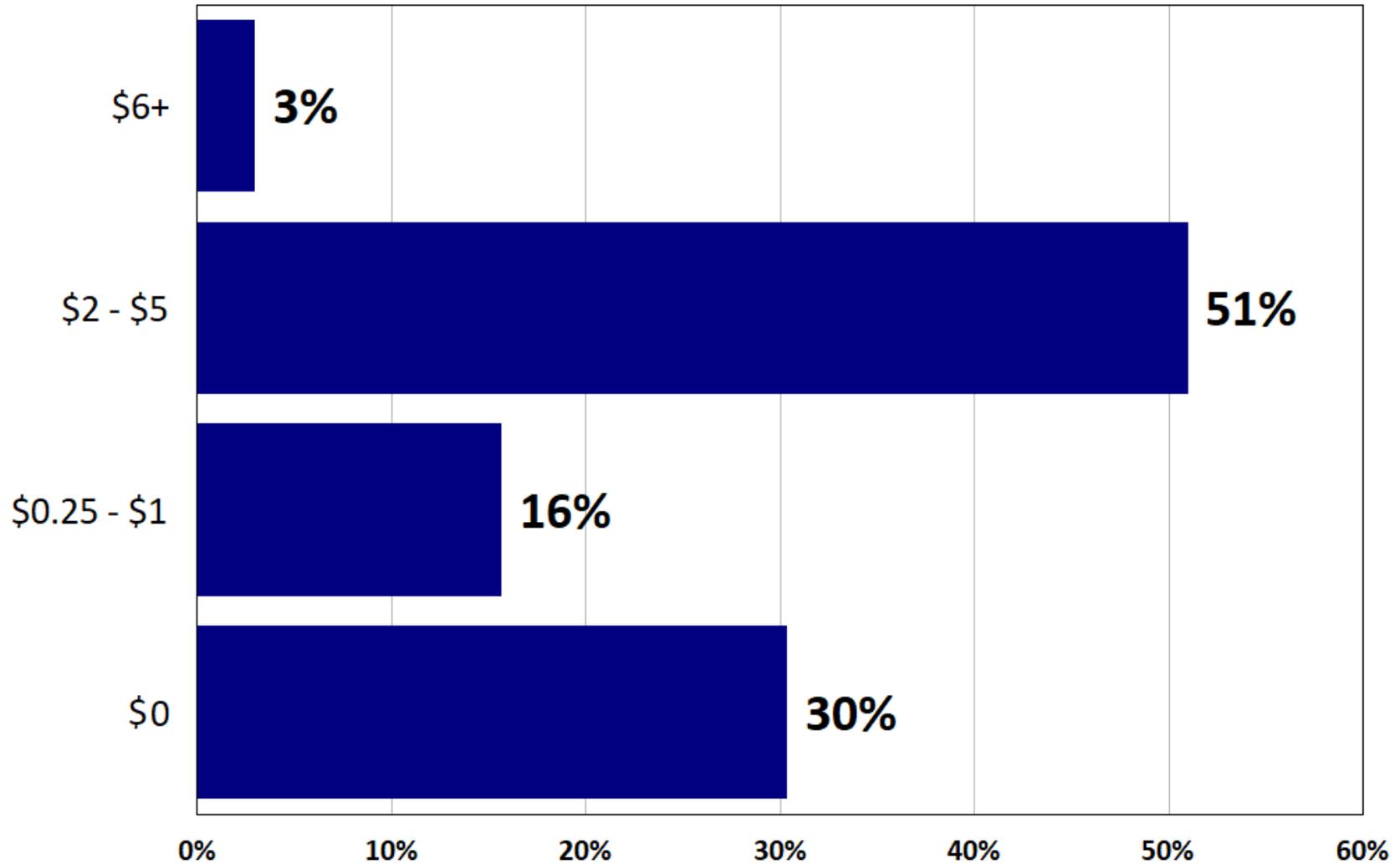
Q9. Overall, how important do you think it is for the City of Moore to support and fund public transportation?

by percentage of respondents



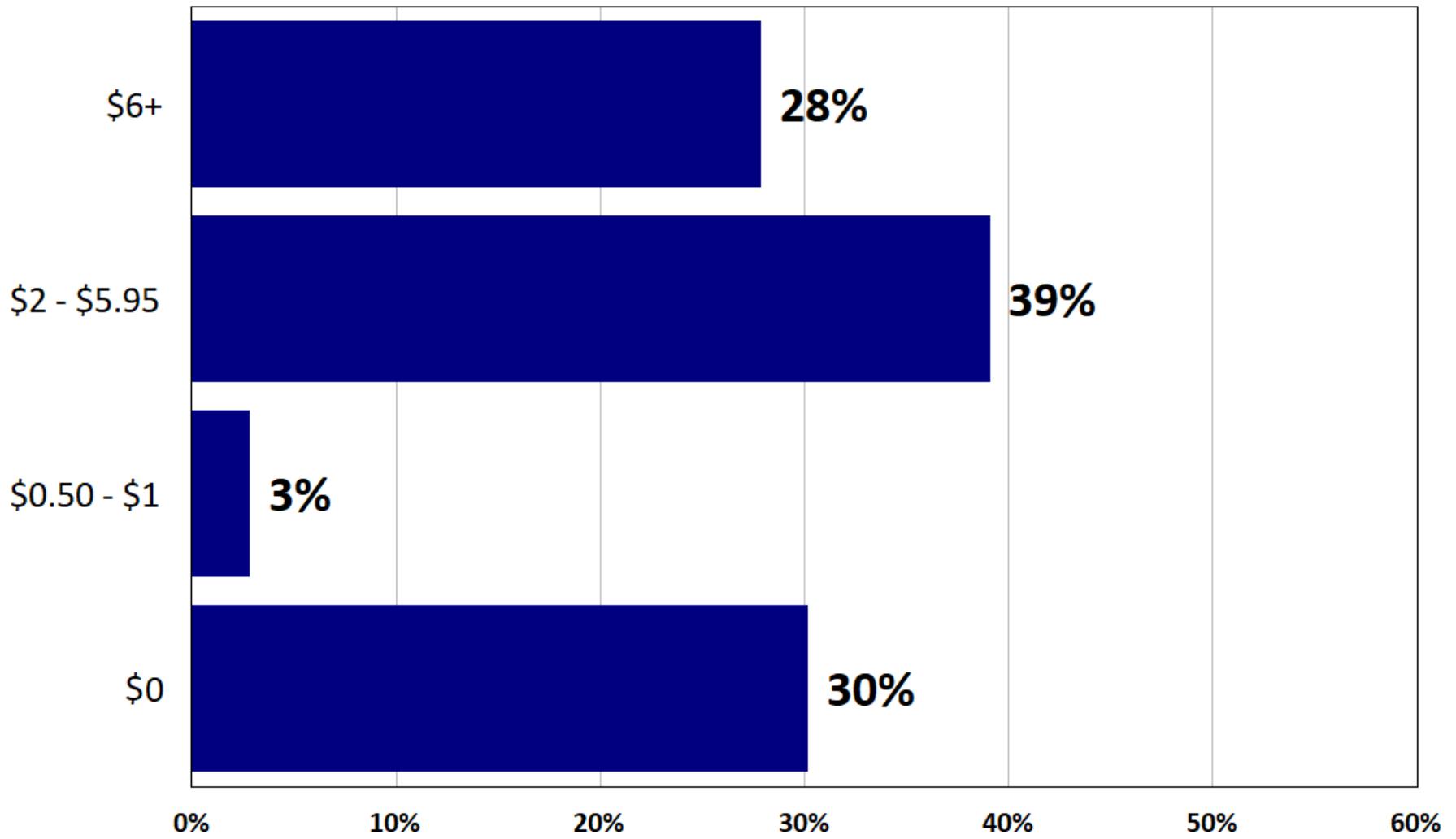
Q10. How much would you be willing to pay for a One-Way Pass on public transit?

by percentage of respondents (open-ended)



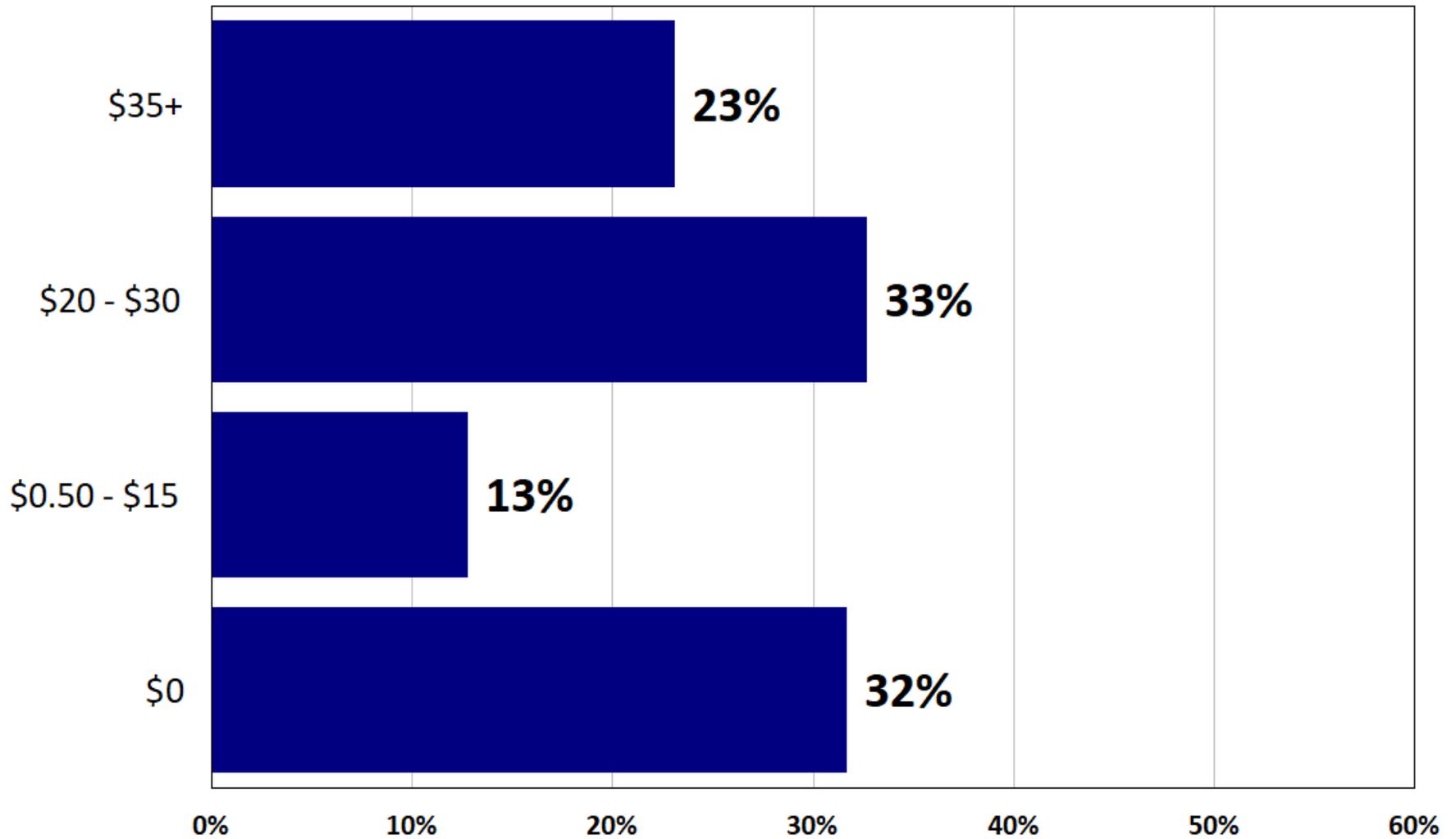
Q11. How much would you be willing to pay for a Day Pass on public transit?

by percentage of respondents (open-ended)



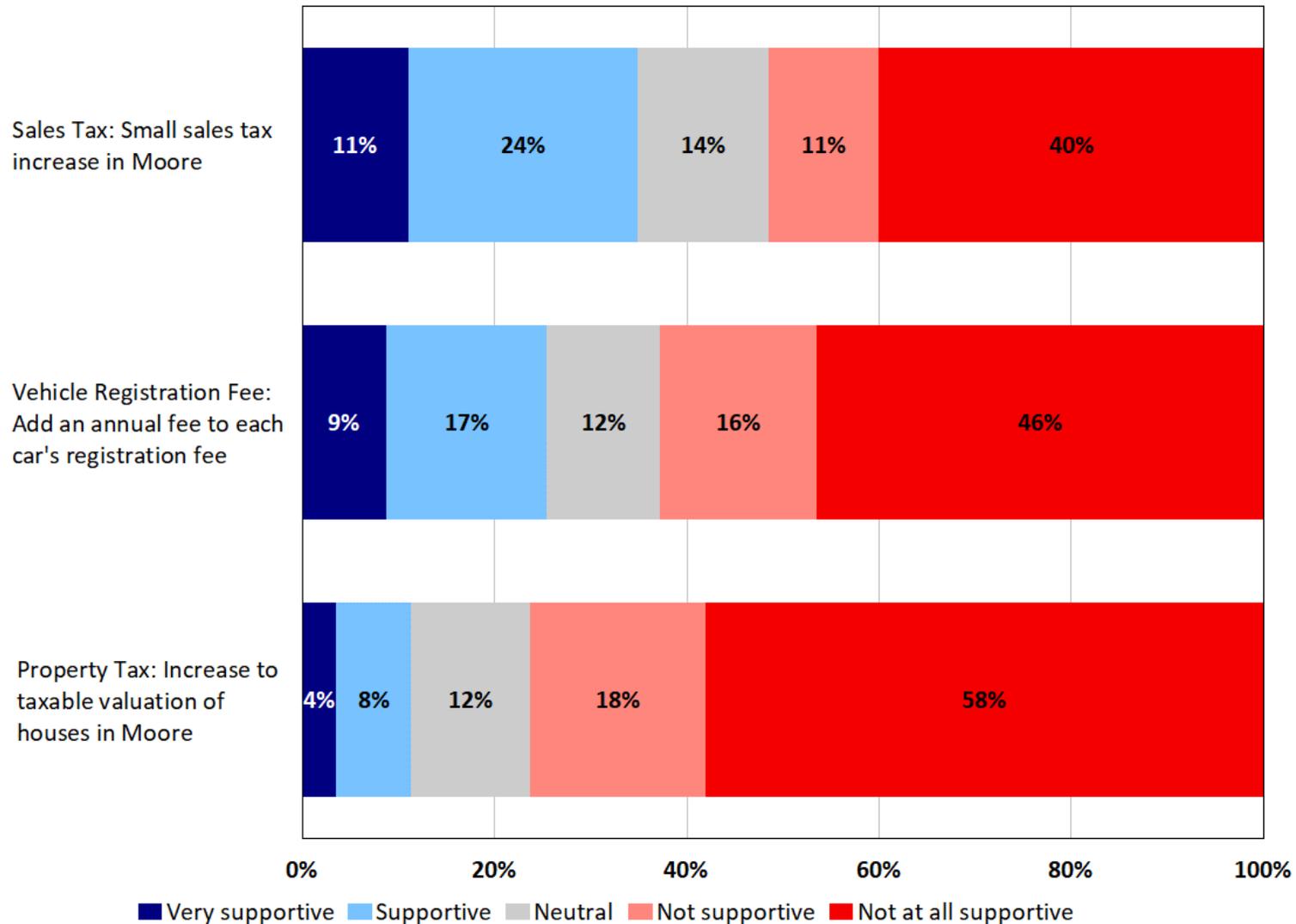
Q12. How much would you be willing to pay for a Monthly Pass on public transit?

by percentage of respondents (open-ended)



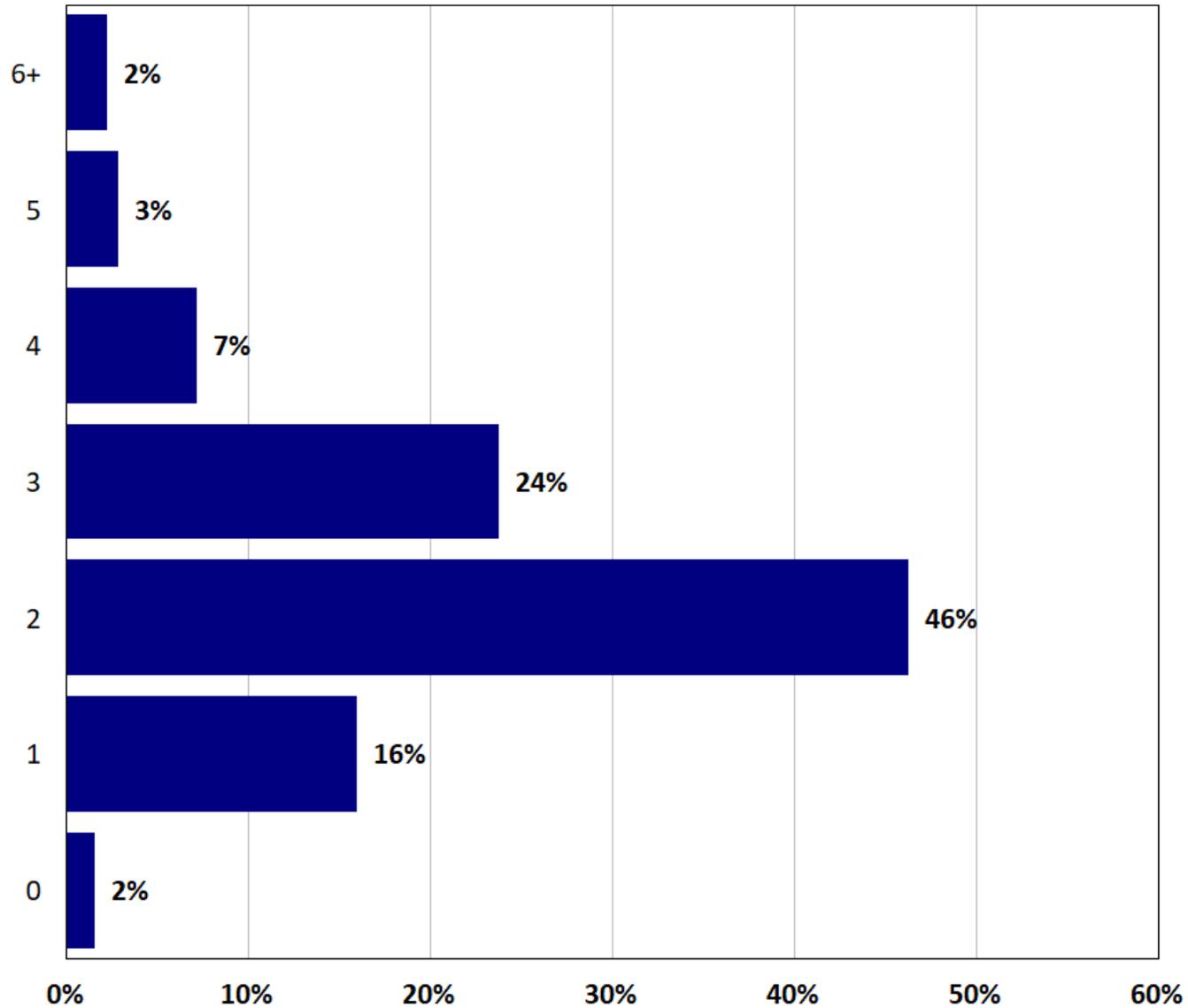
Q13. Using a scale of 1 to 5, where 5 means “Strongly Support,” and 1 means “Strongly Do Not Support,” please rate your level of support for the following funding source concepts.

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



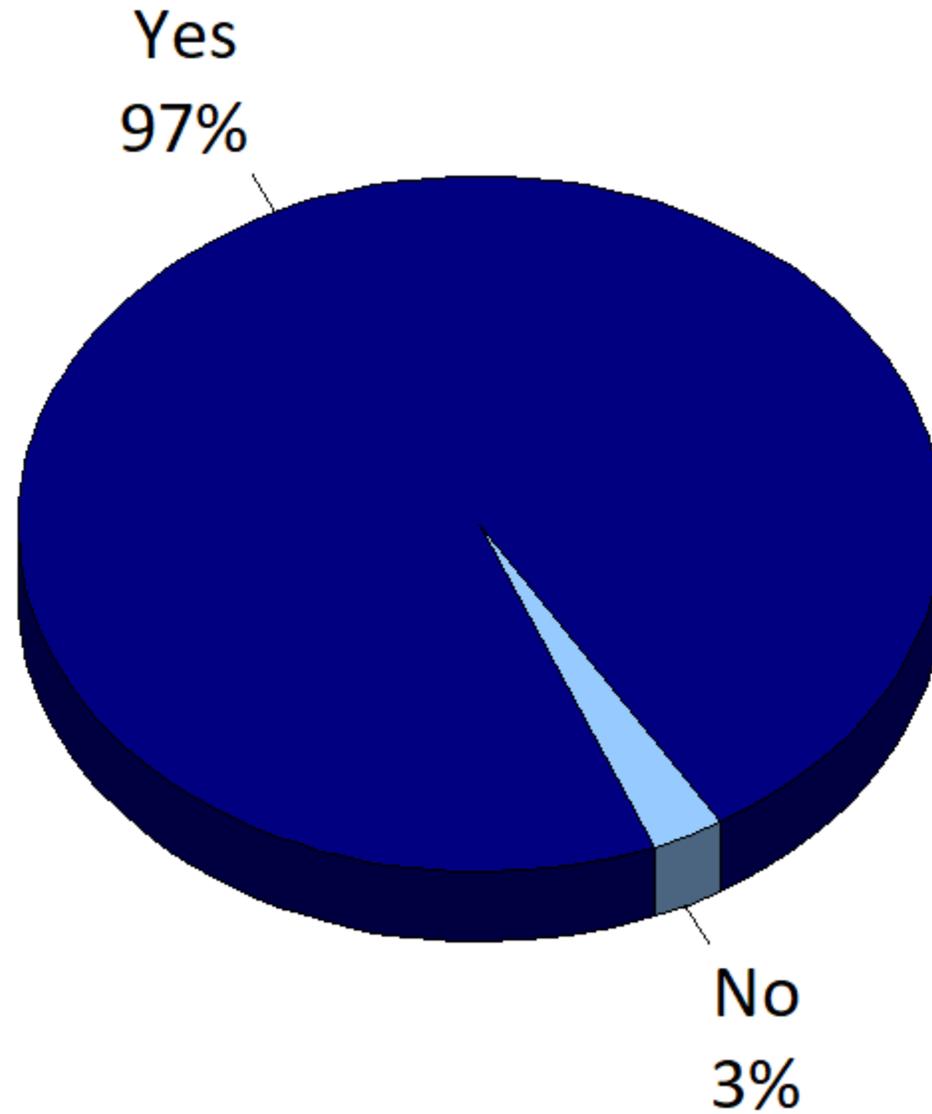
Q14. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

by percentage of respondents (excluding “not provided”)



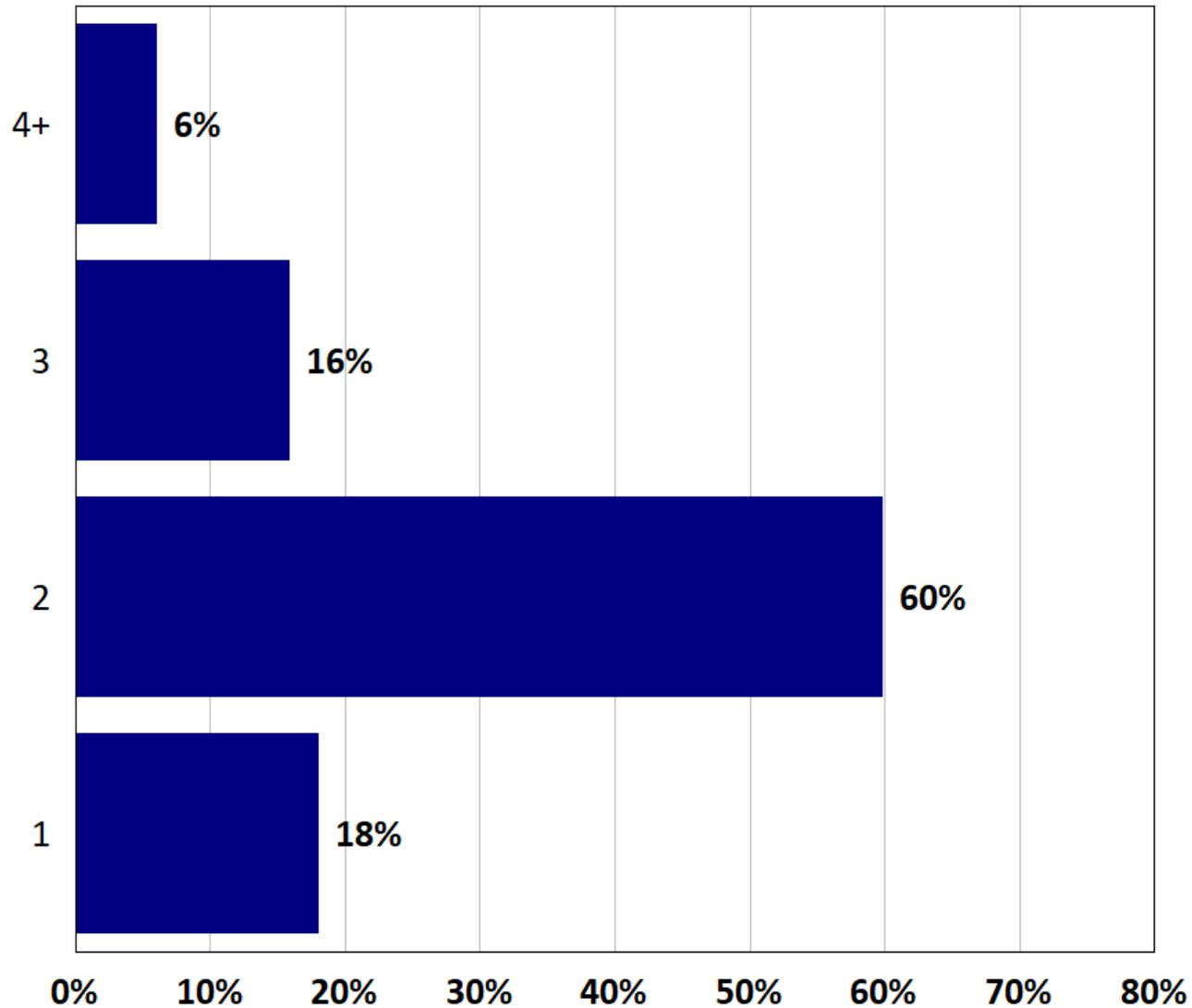
Q15. Do you have a valid driver's license?

by percentage of respondents (excluding "not provided")



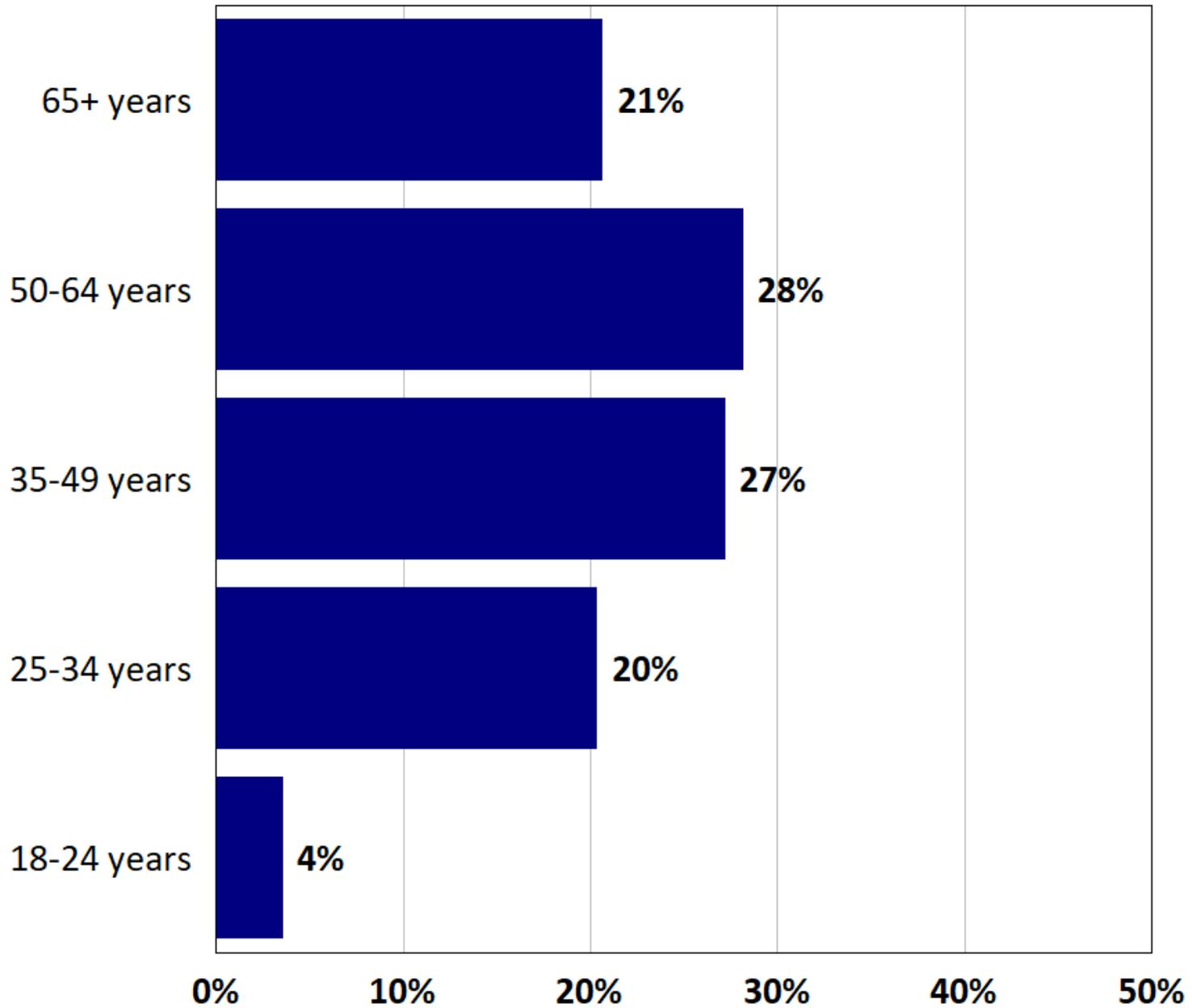
Q16. Including yourself, how many licensed drivers do you have in your household?

by percentage of respondents (excluding “not provided”)



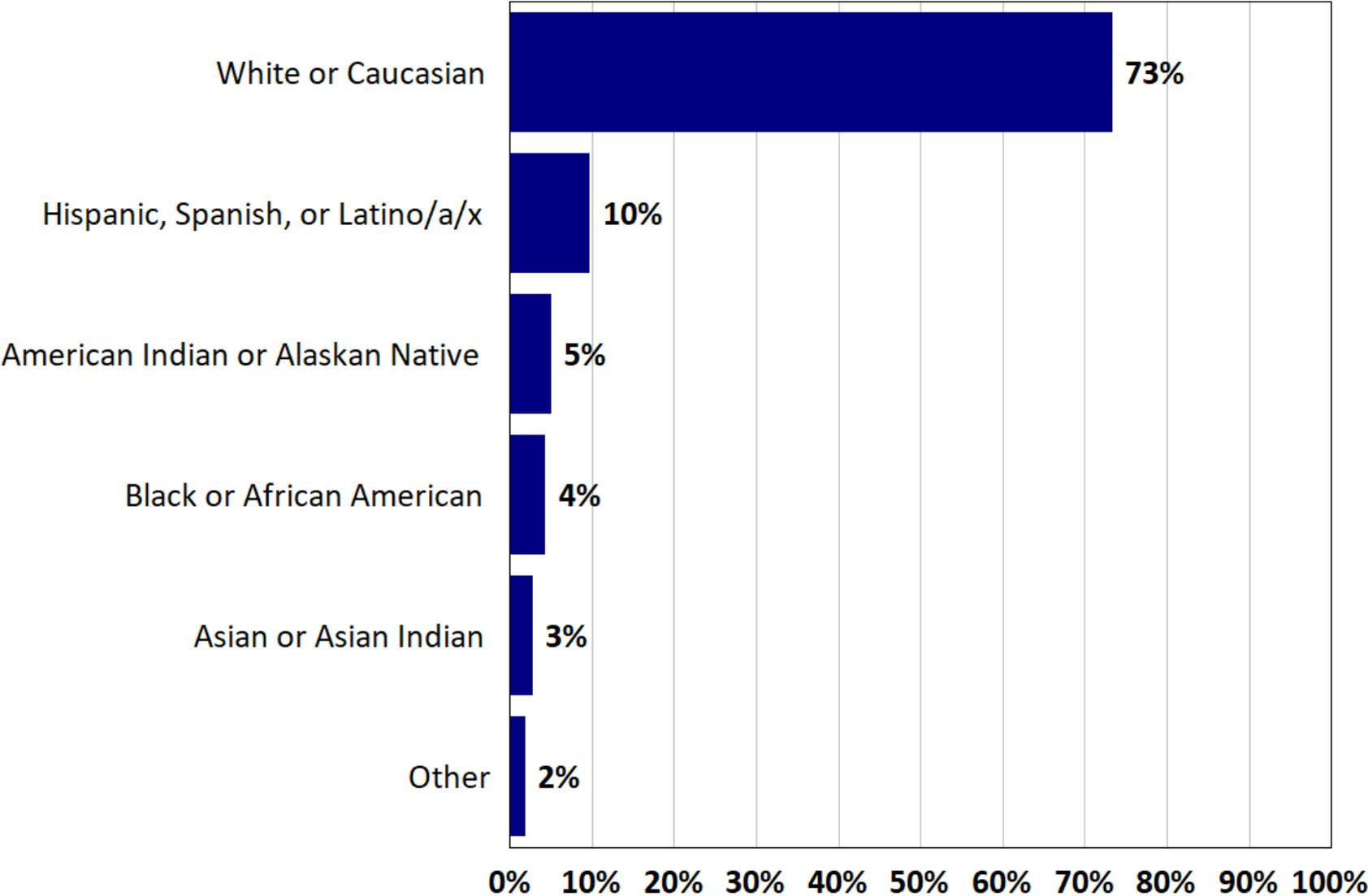
Q17. What is your age?

by percentage of respondents (excluding “not provided”)



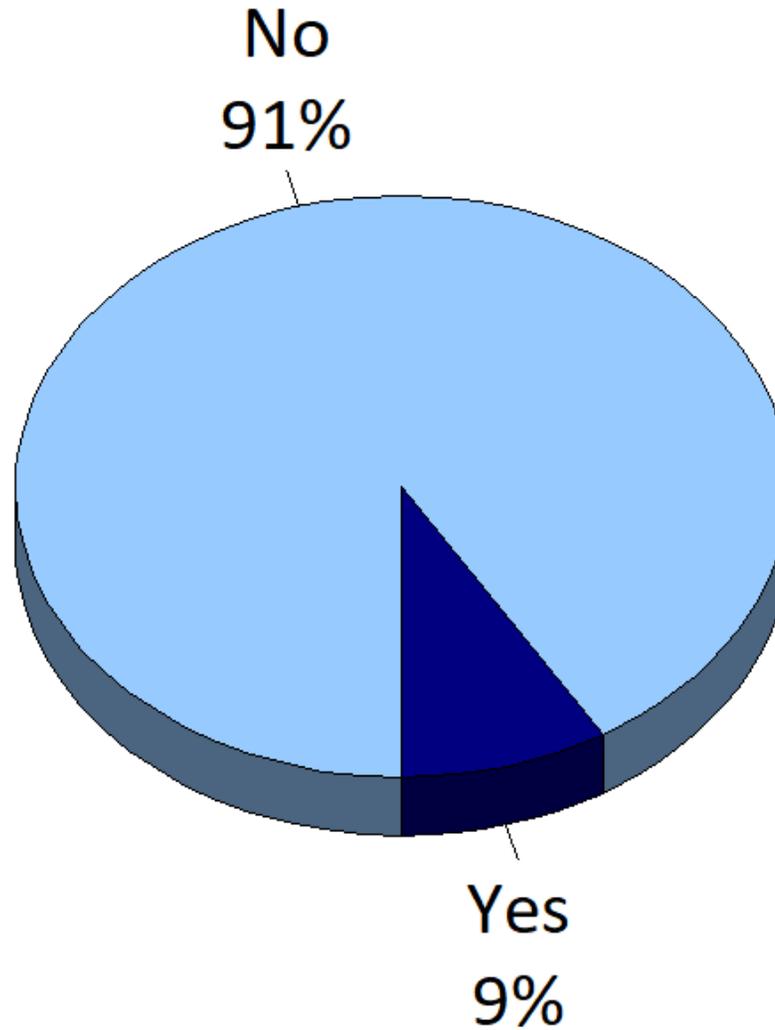
Q18. Which of the following BEST describes your race/ethnicity?

by percentage of respondents



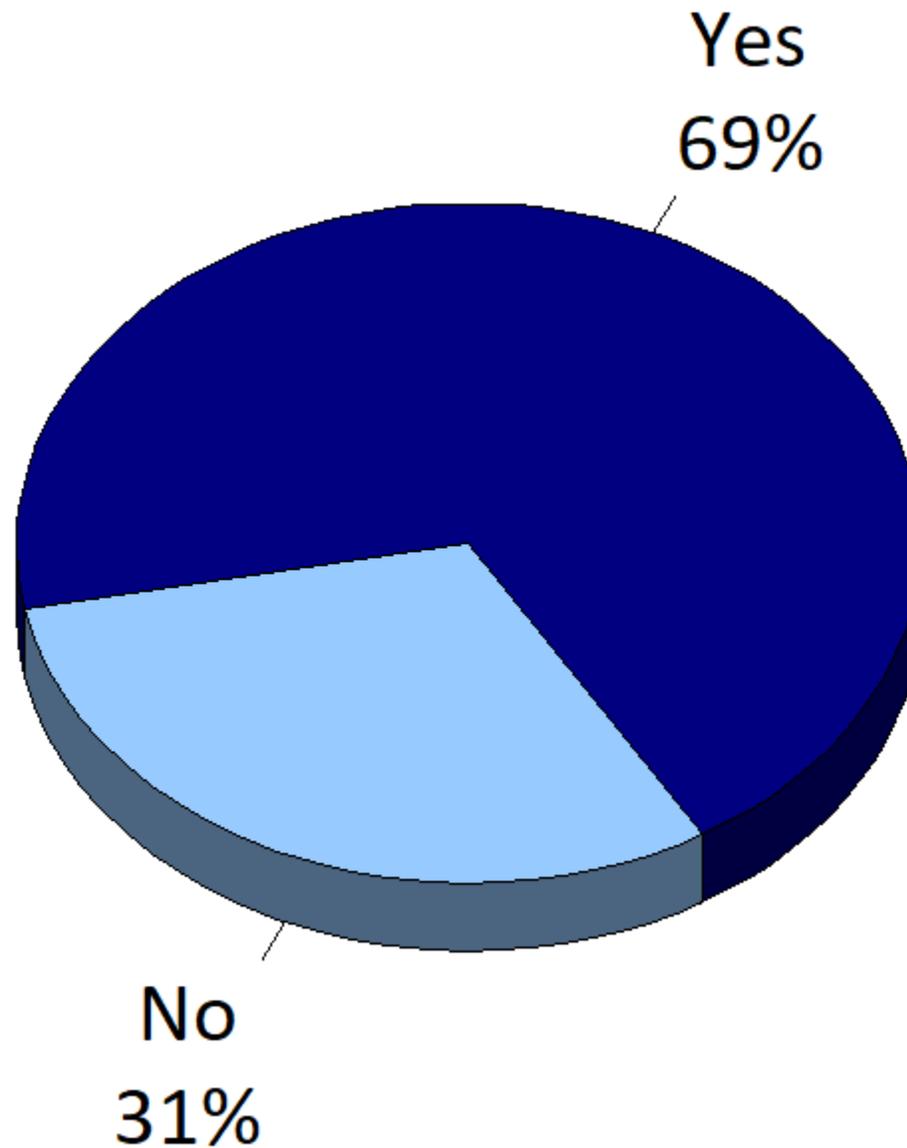
Q19. Do you have a physical disability that causes you to be dependent on others for transportation?

by percentage of respondents (excluding “not provided”)



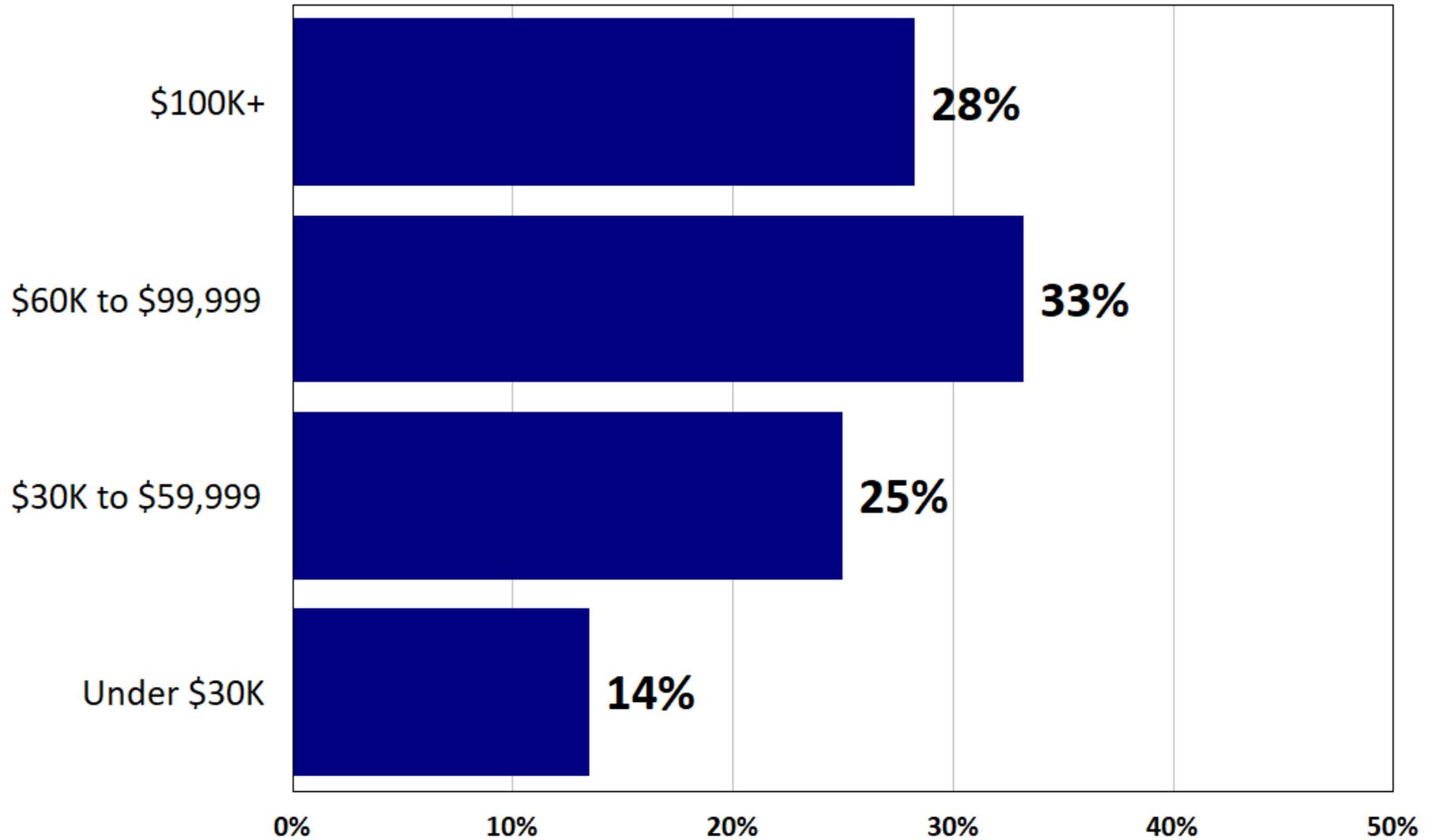
Q20. Are you employed?

by percentage of respondents (excluding “not provided”)



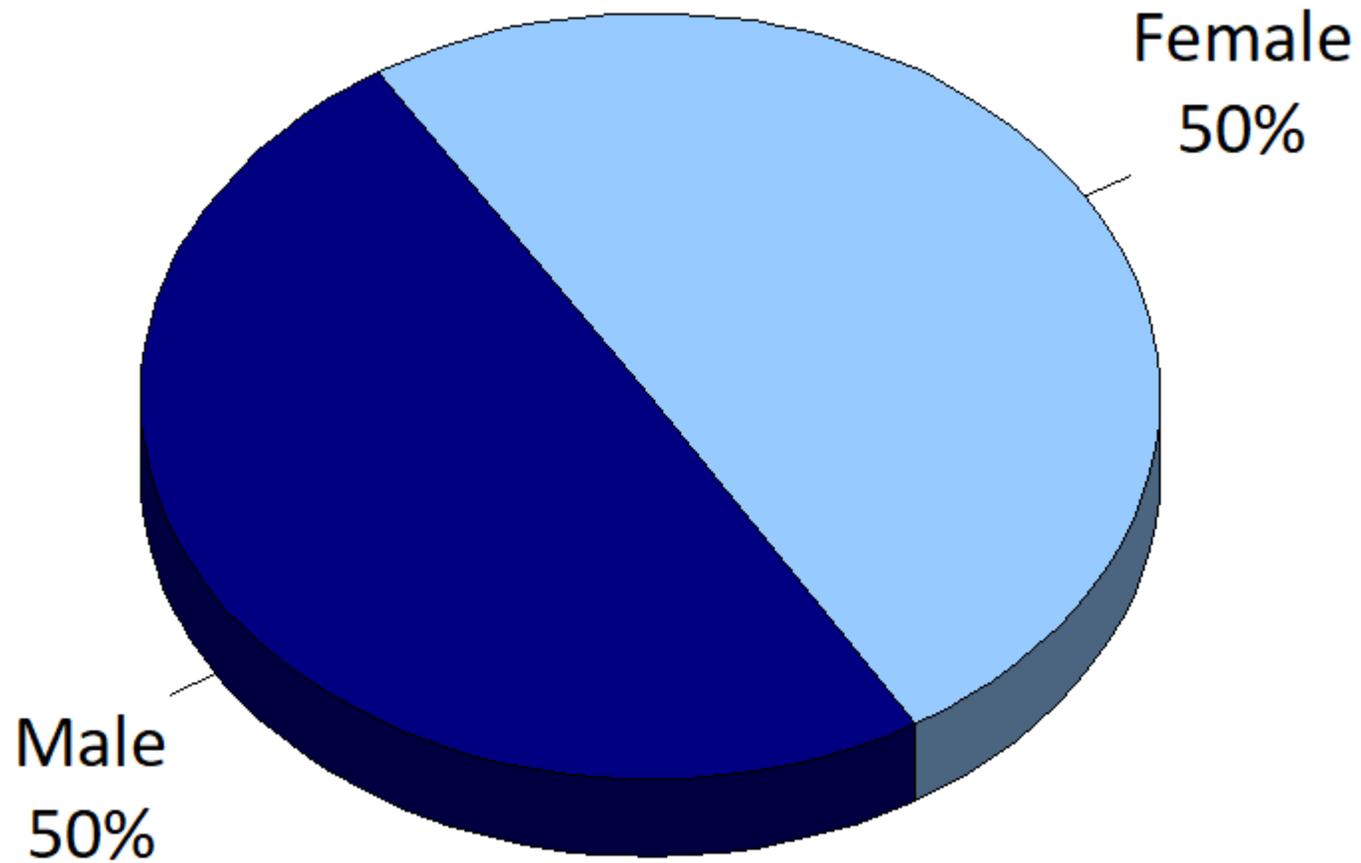
Q21. Would you say your total annual household income is...

by percentage of respondents (excluding “prefer not to answer”)



Q22. Your gender:

by percentage of respondents (excluding “not provided”)



3

Tabular Data

Q1. How likely are you to vote in the next municipal election?

Q1. How likely are you to vote in the next municipal election	Number	Percent
Very likely	234	74.1 %
Somewhat likely	58	18.4 %
Somewhat unlikely	9	2.8 %
Very unlikely	13	4.1 %
Not provided	2	0.6 %
Total	316	100.0 %

WITHOUT NOT PROVIDED

Q1. How likely are you to vote in the next municipal election? (without "not provided")

Q1. How likely are you to vote in the next municipal election	Number	Percent
Very likely	234	74.5 %
Somewhat likely	58	18.5 %
Somewhat unlikely	9	2.9 %
Very unlikely	13	4.1 %
Total	314	100.0 %

Q2. Are you registered to vote at your current address?

Q2. Are you registered to vote at your current address	Number	Percent
Yes	300	94.9 %
No	16	5.1 %
Total	316	100.0 %

Q3. Are you aware of any of the existing transportation services in the area?

(N=316)

	Yes, have used	Yes, but have not used	No, have not heard of it
Q3-1. Brand Senior Center	2.8%	43.4%	53.8%
Q3-2. Share-A-Fare	0.6%	16.1%	83.2%
Q3-3. SoonerCare	4.4%	53.8%	41.8%
Q3-4. EMBARK Bus	5.4%	65.5%	29.1%
Q3-5. EMBARK Plus Paratransit	1.3%	25.9%	72.8%

Q4. For what trip purposes would you be interested in using transit service?

Q4. For what trip purposes would you be interested in using transit service

	Number	Percent
Work related trip	58	18.4 %
School (K-12)	23	7.3 %
College/university	19	6.0 %
Medical	85	26.9 %
Grocery shopping	78	24.7 %
Other shopping related trips	67	21.2 %
Personal/recreational	88	27.8 %
Would not use bus service	169	53.5 %
Total	587	

Q4a. For the trip purposes you selected in Question 4, which ONE would be your most common purpose?

Q4a. Most common trip purpose	Number	Percent
Work related trip	29	9.2 %
School (K-12)	9	2.8 %
College/university	5	1.6 %
Medical	30	9.5 %
Grocery shopping	38	12.0 %
Other shopping related trips	13	4.1 %
Personal/recreational	31	9.8 %
Would not use bus service	161	50.9 %
Total	316	100.0 %

Q5. During what times of day would you be most interested in using transit service?

Q5. During what times of day would you be most interested in using transit service	Number	Percent
5 AM-9 AM	56	17.7 %
9 AM-12 PM	74	23.4 %
12 PM-3 PM	55	17.4 %
3 PM-7 PM	87	27.5 %
7 PM-10 PM	44	13.9 %
10 PM-5 AM	14	4.4 %
Would not use transit service	165	52.2 %
Total	495	

Q6. During what days of the week would you be most interested in using transit service?

Q6. During what days of the week would you be most interested in using transit service	Number	Percent
Monday	97	30.7 %
Tuesday	109	34.5 %
Wednesday	101	32.0 %
Thursday	102	32.3 %
Friday	109	34.5 %
Saturday	78	24.7 %
Sunday	51	16.1 %
Would not use bus service	166	52.5 %
Total	813	

Q7. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

(N=316)

	Very likely	Likely	Neutral	Not likely	Not likely at all	Don't know
Q7-1. On-demand bus technology that operates in a similar manner to Uber & Lyft	14.6%	18.4%	16.1%	8.2%	36.1%	6.6%
Q7-2. Door-to-door shuttle service for seniors or persons with disabilities	14.2%	13.9%	13.9%	8.9%	38.0%	11.1%
Q7-3. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	11.7%	16.1%	14.9%	11.7%	40.5%	5.1%
Q7-4. Bus service that operates on fixed routes in the area where you live	14.2%	13.9%	14.9%	9.8%	41.1%	6.0%
Q7-5. Van pool service, which would involve having people who work at the same place share a van provided by their employer	5.4%	6.3%	13.0%	16.1%	48.1%	11.1%

WITHOUT DON'T KNOW

Q7. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation. (without "don't know")

(N=316)

	Very likely	Likely	Neutral	Not likely	Not likely at all
Q7-1. On-demand bus technology that operates in a similar manner to Uber & Lyft	15.6%	19.7%	17.3%	8.8%	38.6%
Q7-2. Door-to-door shuttle service for seniors or persons with disabilities	16.0%	15.7%	15.7%	10.0%	42.7%
Q7-3. Park & ride services where you park your car & then take an express bus (with limited stops) to your destination	12.3%	17.0%	15.7%	12.3%	42.7%
Q7-4. Bus service that operates on fixed routes in the area where you live	15.2%	14.8%	15.8%	10.4%	43.8%
Q7-5. Van pool service, which would involve having people who work at the same place share a van provided by their employer	6.0%	7.1%	14.6%	18.1%	54.1%

Q8. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be "Very Important," "Somewhat Important," or "Not Important" in the design of transit services in the region.

(N=316)

	Very important	Somewhat important	Not important	Don't know
Q8-1. Serving low-income, disabled, or senior populations with few other transportation options	63.0%	16.1%	11.4%	9.5%
Q8-2. Providing an alternative to congested roadways	34.2%	30.4%	27.8%	7.6%
Q8-3. Providing fast, frequent, reliable service on key corridors	40.8%	25.0%	23.1%	11.1%
Q8-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	44.0%	24.1%	23.1%	8.9%
Q8-5. Serving the entire City of Moore	48.4%	19.6%	22.8%	9.2%
Q8-6. Connecting Moore to neighboring cities (e.g., Oklahoma City, Norman)	47.2%	24.7%	20.9%	7.3%
Q8-7. Supporting economic development & access to jobs	48.1%	24.1%	19.9%	7.9%

WITHOUT DON'T KNOW

Q8. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be "Very Important," "Somewhat Important," or "Not Important" in the design of transit services in the region. (without "don't know")

(N=316)

	Very important	Somewhat important	Not important
Q8-1. Serving low-income, disabled, or senior populations with few other transportation options	69.6%	17.8%	12.6%
Q8-2. Providing an alternative to congested roadways	37.0%	32.9%	30.1%
Q8-3. Providing fast, frequent, reliable service on key corridors	45.9%	28.1%	26.0%
Q8-4. Making it easier to get to/from transit (better sidewalks, stops, park & ride facilities, etc.)	48.3%	26.4%	25.3%
Q8-5. Serving the entire City of Moore	53.3%	21.6%	25.1%
Q8-6. Connecting Moore to neighboring cities (e.g., Oklahoma City, Norman)	50.9%	26.6%	22.5%
Q8-7. Supporting economic development & access to jobs	52.2%	26.1%	21.6%

Q9. Overall, how important do you think it is for the City of Moore to support and fund public transportation?

Q9. How important is it for City to support & fund public transportation	Number	Percent
Very important	118	37.3 %
Somewhat important	78	24.7 %
Not sure	33	10.4 %
Not important	87	27.5 %
Total	316	100.0 %

Q10. How much would you be willing to pay for a One-Way Pass on public transit?

Q10. How much would you be willing to pay for a One-Way Pass public transit

	Number	Percent
.00	62	30.4 %
2.00	38	18.6 %
5.00	30	14.7 %
3.00	23	11.3 %
1.00	19	9.3 %
2.50	9	4.4 %
1.50	7	3.4 %
.50	4	2.0 %
10.00	3	1.5 %
4.00	2	1.0 %
15.00	1	0.5 %
3.50	1	0.5 %
7.00	1	0.5 %
4.50	1	0.5 %
1.25	1	0.5 %
6.00	1	0.5 %
.25	1	0.5 %
Total	204	100.0 %

Q11. How much would you be willing to pay for a Day Pass on public transit?

Q11. How much would you be willing to pay for a Day Pass public transit

	Number	Percent
.00	62	30.2 %
5.00	44	21.5 %
10.00	29	14.1 %
3.00	18	8.8 %
15.00	10	4.9 %
4.00	9	4.4 %
2.00	6	2.9 %
1.00	5	2.4 %
8.00	5	2.4 %
6.00	4	2.0 %
7.00	3	1.5 %
20.00	2	1.0 %
12.00	2	1.0 %
7.50	2	1.0 %
2.50	1	0.5 %
.50	1	0.5 %
5.95	1	0.5 %
5.50	1	0.5 %
Total	205	100.0 %

Q12. How much would you be willing to pay for a Monthly Pass on public transit?

Q12. How much would you be willing to pay for a Monthly Pass on public transit	Number	Percent
.00	65	31.7 %
20.00	26	12.7 %
30.00	24	11.7 %
25.00	17	8.3 %
50.00	14	6.8 %
10.00	11	5.4 %
40.00	8	3.9 %
35.00	7	3.4 %
15.00	5	2.4 %
60.00	4	2.0 %
5.00	3	1.5 %
45.00	3	1.5 %
100.00	3	1.5 %
75.00	2	1.0 %
200.00	2	1.0 %
80.00	2	1.0 %
12.00	2	1.0 %
55.00	1	0.5 %
2.50	1	0.5 %
12.50	1	0.5 %
250.00	1	0.5 %
.50	1	0.5 %
14.95	1	0.5 %
1.00	1	0.5 %
Total	205	100.0 %

Q13. Listed below are three potential funding sources that could be used to add public transit service and infrastructure. Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts.

(N=316)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive	Don't know
Q13-1. Vehicle Registration Fee: Add an annual fee to each car's registration fee	8.5%	16.1%	11.4%	15.8%	44.9%	3.2%
Q13-2. Sales Tax: Small sales tax increase in Moore	10.8%	23.1%	13.3%	11.1%	38.9%	2.8%
Q13-3. Property Tax: Increase to taxable valuation of houses in Moore	3.5%	7.6%	12.0%	17.7%	56.3%	2.8%

WITHOUT DON'T KNOW

Q13. Listed below are three potential funding sources that could be used to add public transit service and infrastructure. Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts. (without "don't know")

(N=316)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q13-1. Vehicle Registration Fee: Add an annual fee to each car's registration fee	8.8%	16.7%	11.8%	16.3%	46.4%
Q13-2. Sales Tax: Small sales tax increase in Moore	11.1%	23.8%	13.7%	11.4%	40.1%
Q13-3. Property Tax: Increase to taxable valuation of houses in Moore	3.6%	7.8%	12.4%	18.2%	58.0%

Q14. How many operating vehicles (cars, motorcycles, vans) do you have in your household?

Q14. How many operating vehicles do you have in your household	Number	Percent
0	5	1.6 %
1	49	15.5 %
2	142	44.9 %
3	73	23.1 %
4	22	7.0 %
5	9	2.8 %
6+	7	2.2 %
Not provided	9	2.8 %
Total	316	100.0 %

WITHOUT NOT PROVIDED**Q14. How many operating vehicles (cars, motorcycles, vans) do you have in your household? (without "not provided")**

Q14. How many operating vehicles do you have in your household	Number	Percent
0	5	1.6 %
1	49	16.0 %
2	142	46.3 %
3	73	23.8 %
4	22	7.2 %
5	9	2.9 %
6+	7	2.3 %
Total	307	100.0 %

Q15. Do you have a valid driver's license?

Q15. Do you have a valid driver's license	Number	Percent
Yes	304	96.2 %
No	8	2.5 %
Not provided	4	1.3 %
Total	316	100.0 %

WITHOUT NOT PROVIDED**Q15. Do you have a valid driver's license? (without "not provided")**

Q15. Do you have a valid driver's license	Number	Percent
Yes	304	97.4 %
No	8	2.6 %
Total	312	100.0 %

Q16. Including yourself, how many licensed drivers do you have in your household?

Q16. How many licensed drivers do you have in your household	Number	Percent
1	56	17.7 %
2	185	58.5 %
3	49	15.5 %
4+	19	6.0 %
Not provided	7	2.2 %
Total	316	100.0 %

WITHOUT NOT PROVIDED**Q16. Including yourself, how many licensed drivers do you have in your household? (without "not provided")**

Q16. How many licensed drivers do you have in your household

	Number	Percent
1	56	18.1 %
2	185	59.9 %
3	49	15.9 %
4+	19	6.1 %
Total	309	100.0 %

Q17. What is your age?

Q17. Your age

	Number	Percent
18-24 years	11	3.5 %
25-34 years	63	19.9 %
35-49 years	84	26.6 %
50-64 years	87	27.5 %
65+ year	64	20.3 %
Not provided	7	2.2 %
Total	316	100.0 %

WITHOUT NOT PROVIDED**Q17. What is your age? (without "not provided")**

Q17. Your age

	Number	Percent
18-24 years	11	3.6 %
25-34 years	63	20.4 %
35-49 years	84	27.2 %
50-64 years	87	28.2 %
65+ year	64	20.7 %
Total	309	100.0 %

Q18. Which of the following BEST describes your race/ethnicity?

Q18. Your race/ethnicity

	Number	Percent
Asian or Asian Indian	9	2.8 %
Black or African American	14	4.4 %
American Indian or Alaskan Native	16	5.1 %
White or Caucasian	232	73.4 %
Native Hawaiian or other Pacific Islander	1	0.3 %
Hispanic, Spanish, or Latino/a/x	31	9.8 %
Other	6	1.9 %
Total	309	

Q18-7. Self-describe your race/ethnicity:

<u>Q18-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Mixed	2	33.3 %
Hispanic White	1	16.7 %
White, Native American, Jewish	1	16.7 %
More than one	1	16.7 %
Half Asian, Half Caucasian	1	16.7 %
Total	6	100.0 %

Q19. Do you have a physical disability that causes you to be dependent on others for transportation?

<u>Q19. Do you have a physical disability that causes you to be dependent on others for transportation</u>	<u>Number</u>	<u>Percent</u>
Yes	27	8.5 %
No	286	90.5 %
Not provided	3	0.9 %
Total	316	100.0 %

WITHOUT NOT PROVIDED

Q19. Do you have a physical disability that causes you to be dependent on others for transportation? (without "not provided")

<u>Q19. Do you have a physical disability that causes you to be dependent on others for transportation</u>	<u>Number</u>	<u>Percent</u>
Yes	27	8.6 %
No	286	91.4 %
Total	313	100.0 %

Q20. Are you employed?

<u>Q20. Are you employed</u>	<u>Number</u>	<u>Percent</u>
Yes	213	67.4 %
No	94	29.7 %
Not provided	9	2.8 %
Total	316	100.0 %

WITHOUT NOT PROVIDED**Q20. Are you employed? (without "not provided")**

Q20. Are you employed	Number	Percent
Yes	213	69.4 %
No	94	30.6 %
Total	307	100.0 %

Q21. Would you say your total annual household income is...

Q21. Your total annual household income	Number	Percent
Under \$30K	33	10.4 %
\$30K to \$59,999	61	19.3 %
\$60K to \$99,999	81	25.6 %
\$100K+	69	21.8 %
Prefer not to answer	72	22.8 %
Total	316	100.0 %

WITHOUT PREFER NOT TO ANSWER**Q21. Would you say your total annual household income is... (without "prefer not to answer")**

Q21. Your total annual household income	Number	Percent
Under \$30K	33	13.5 %
\$30K to \$59,999	61	25.0 %
\$60K to \$99,999	81	33.2 %
\$100K+	69	28.3 %
Total	244	100.0 %

Q22. Your gender:

Q22. Your gender	Number	Percent
Male	154	48.7 %
Female	156	49.4 %
Not provided	6	1.9 %
Total	316	100.0 %

WITHOUT NOT PROVIDED**Q22. Your gender: (without "not provided")**

Q22. Your gender	Number	Percent
Male	154	49.7 %
Female	156	50.3 %
Total	310	100.0 %

4 Survey Instrument



City of Moore

Oklahoma

301 N. Broadway, Moore, OK 73160 | (405) 793-5000 | www.cityofmoore.com

Dear Moore Resident,

The City of Moore invites you to participate in a survey to help determine priorities for public transportation in Moore. Even if you do not currently use public transit, your opinions are extremely valuable. Your household was one of a limited number selected at random to receive this survey; therefore, it is important that you participate.

The survey takes about ten minutes to complete, and responses will be kept strictly confidential. They will be used for transportation planning purposes only. The time you invest in completing this survey will help identify ways to meet the evolving transportation needs of our community. Please complete and return the enclosed survey, using the provided postage-paid envelope, within the next two weeks. The survey can also be completed online at www.mooreoktransportationsurvey.org.

This survey is part of the City of Moore's ongoing Public Transportation Feasibility Study. The goal of the study is to determine the viability of public transportation in Moore, and if feasible, developing recommendations to implement new services. The City has hired Olsson to lead this study. The resident survey is being conducted by ETC Institute, an independent consulting company specializing in community and transit research. More information on the study is available at www.cityofmoore.com/publictransportation.

We appreciate your time to complete this important survey. If you have any questions, please feel free to contact the Grants Division at the City of Moore at 405-793-4571.

Sincerely,

A handwritten signature in black ink that reads "Brooks Mitchell". The signature is written in a cursive, flowing style.

Brooks Mitchell,
City Manager



2023 City of Moore Transportation Feasibility Survey

Please take a few minutes to complete this important survey. The City has launched a Public Transportation Feasibility Study to evaluate opportunities for publicly accessible transit services in Moore and requests your input. When you are finished, please return your survey in the enclosed postage-paid, return reply envelope. If you prefer, you may complete the survey online at mooreoktransportationsurvey.org.

1. How likely are you to vote in the next municipal election?

___(4) Very likely ___(3) Somewhat likely ___(2) Somewhat unlikely ___(1) Very unlikely

2. Are you registered to vote at your current address? ___(1) Yes ___(2) No

3. Are you aware of any of the existing transportation services in the area?

Transportation Services in the Area	Yes, have used	Yes, but have not used	No, have not heard of it
1. Brand Senior Center	3	2	1
2. Share-A-Fare	3	2	1
3. SoonerCare	3	2	1
4. EMBARK Bus	3	2	1
5. EMBARK Plus Paratransit	3	2	1

4. For what trip purposes would you be interested in using transit service? [Check all that apply.]

___(1) Work related trip ___(4) Medical ___(7) Personal/recreational
 ___(2) School (K-12) ___(5) Grocery shopping ___(8) Would not use bus service
 ___(3) College/University ___(6) Other shopping related trips

4a. For the trip purposes you selected in Question 4, which ONE would be your most common purpose? [Write in your answer below using the number from the list in Question 4.]

Most common trip purpose: ___

4b. For the most common trip purpose you selected in Question 4a, please provide the following information.

(1) Destination name: _____

(2) Destination address/intersection: _____

(3) Destination City: _____

5. During what times of day would you be most interested in using transit service? [Check all that apply.]

___(1) 5:00 AM - 9:00 AM ___(4) 3:00 PM - 7:00 PM ___(7) Would not use transit service
 ___(2) 9:00 AM - 12:00 PM ___(5) 7:00 PM - 10:00 PM
 ___(3) 12:00 PM - 3:00 PM ___(6) 10:00 PM - 5:00 AM

6. During what days of the week would you be most interested in using transit service? [Check all that apply.]

___(1) Monday ___(4) Thursday ___(7) Sunday
 ___(2) Tuesday ___(5) Friday ___(8) Would not use bus service
 ___(3) Wednesday ___(6) Saturday

7. Using a scale of 1 to 5, where 5 is "Very Likely" and 1 is "Not Likely at All," please indicate how likely you or other members of your household would be to use the following types of transportation.

How Likely Would You Be To Using The Following Types of Transportation:		Very Likely	Likely	Neutral	Not Likely	Not Likely at All	Don't Know
1.	On-demand bus technology that operates in a similar manner to Uber and Lyft	5	4	3	2	1	9
2.	Door-to-door shuttle service for seniors or persons with disabilities	5	4	3	2	1	9
3.	Park and ride services where you park your car and then take an express bus (with limited stops) to your destination	5	4	3	2	1	9
4.	Bus service that operates on fixed routes in the area where you live	5	4	3	2	1	9
5.	Van pool service, which would involve having people who work at the same place share a van provided by their employer	5	4	3	2	1	9

8. Listed below are several purposes for a public transit system. For each one, please indicate whether you think that purpose should be "Very Important," "Somewhat Important," or "Not Important" in the design of transit services in the region.

How Important Are The Following Purposes:		Very Important	Somewhat Important	Not Important	Don't Know
1.	Serving low-income, disabled, or senior populations with few other transportation options	3	2	1	9
2.	Providing an alternative to congested roadways	3	2	1	9
3.	Providing fast, frequent, reliable service on key corridors	3	2	1	9
4.	Making it easier to get to/from transit (better sidewalks, stops, park and ride facilities, etc.)	3	2	1	9
5.	Serving the entire City of Moore	3	2	1	9
6.	Connecting Moore to neighboring cities (e.g., Oklahoma City, Norman)	3	2	1	9
7.	Supporting economic development and access to jobs	3	2	1	9

9. Overall, how important do you think it is for the City of Moore to support and fund public transportation?

___(4) Very important ___(3) Somewhat important ___(2) Not sure ___(1) Not important

10. How much would you be willing to pay for a One-Way Pass on public transit? \$ _____

11. How much would you be willing to pay for a Day Pass on public transit? \$ _____

12. How much would you be willing to pay for a Monthly Pass on public transit? \$ _____

13. Listed below are three potential funding sources that could be used to add public transit service and infrastructure.

Using a scale of 1 to 5, where 5 means "Strongly Support" and 1 means "Strongly Do Not Support," please rate your level of support for the following funding source concepts.

Funding Sources		Very Supportive	Supportive	Neutral	Not Supportive	Not at all Supportive	Don't Know
1.	Vehicle Registration Fee: Add an annual fee to each car's registration fee	5	4	3	2	1	9
2.	Sales Tax: Small sales tax increase in Moore	5	4	3	2	1	9
3.	Property Tax: Increase to taxable valuation of houses in Moore	5	4	3	2	1	9

DEMOGRAPHICS

14. How many operating vehicles (cars, motorcycles, vans) do you have in your household?
_____ vehicles
15. Do you have a valid driver's license? ___(1) Yes ___(2) No
16. Including yourself, how many licensed drivers do you have in your household?
_____ licensed drivers
17. What is your age?
___(1) 18-24 years ___(2) 25-34 years ___(3) 35-49 years ___(4) 50-64 years ___(5) 65+ year
18. Which of the following BEST describes your race/ethnicity? [Check all that apply.]
___(01) Asian or Asian Indian ___(05) Native Hawaiian or other Pacific Islander
___(02) Black or African American ___(06) Hispanic, Spanish, or Latino/a/x
___(03) American Indian or Alaskan Native ___(88) Prefer not to answer
___(04) White or Caucasian ___(99) Other: _____
19. Do you have a physical disability that causes you to be dependent on others for transportation?
___(1) Yes ___(2) No
20. Are you employed? ___(1) Yes ___(2) No
21. Would you say your total annual household income is:
___(1) Under \$30,000 ___(3) \$60,000 to \$99,999 ___(5) Prefer not to answer
___(2) \$30,000 to \$59,999 ___(4) \$100,000 or more
22. Your gender: ___(1) Male ___(2) Female
23. Would you be interested in participating in occasional City of Moore Transit surveys?
___(1) Yes [Answer Q23a.] ___(2) No
- 23a. Please provide your name, phone number, and email address below.
Name: _____ Phone number: _____
Email Address: _____

This concludes the survey. Thank you for your time!

Please return your questionnaire using the postage-paid envelop you received with this survey.

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you.