

# 2012 FROG Research Initiatives



*Part of the Washington State Transportation  
Commission 2012 Ferry Research Initiative*



Washington State  
Transportation Commission

Conducted by  
Market Decisions Corporation  
2012



# Project Timeline

## April - May

- Winter Survey fielding
- Winter Survey reporting

## June - July

- Quick Polls
- Onboard FROG recruitment

## July - August

- Summer Survey fielding
- Summer Survey reporting

## October - November

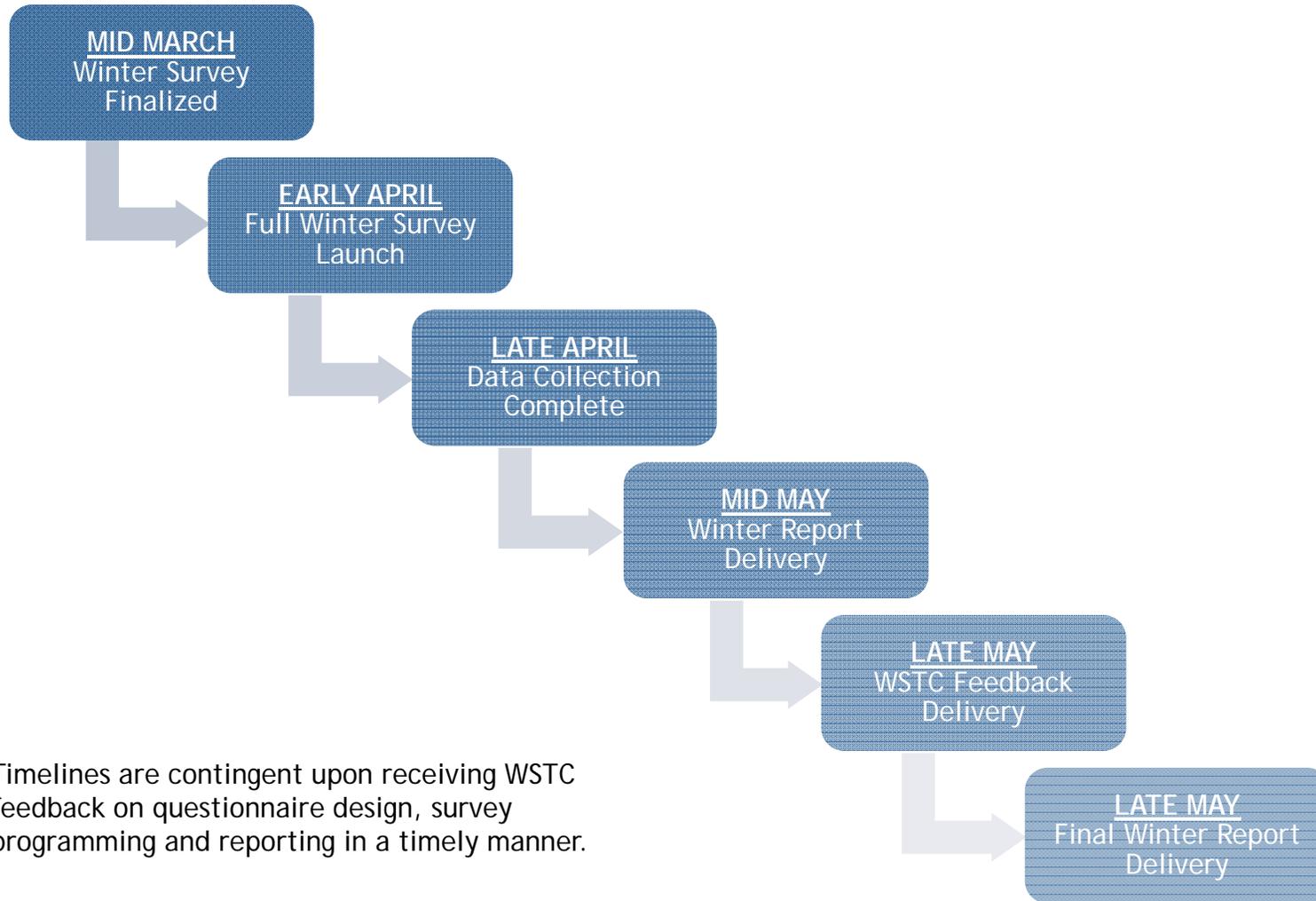
- Combined Winter/Summer Survey reporting

## December

- Final Project Deliverables



# Detailed Winter Survey Timeline

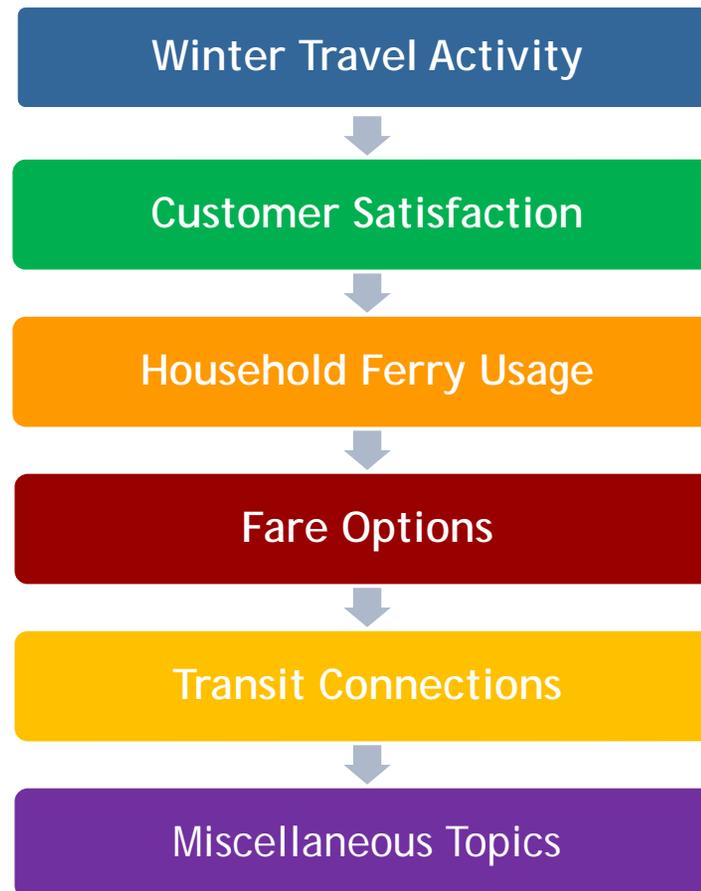


Timelines are contingent upon receiving WSTC feedback on questionnaire design, survey programming and reporting in a timely manner.



# Winter Survey Topics

- ❖ The primary purpose of the Winter Survey is to determine ferry usage and gauge importance and satisfaction with specific ferry interactions.





# Winter Survey Topics: Winter Travel Activity



## ❖ Purpose:

- Gain a better understanding of ferry riding behavior during the winter travel period
  - Routes utilized most frequently
  - Purpose of ferry trips
  - Manner of boarding
  - Method of payment
  - Changes from last winter
- Gauge expected usage of the ferry in the future

## Specific Question Topics

- Number of round trips (per route)
  - Number of commuting trips (per route)
  - Number of recreational trips (per route)
- Usage compared to 1 year ago
  - If less, why?
- Expected usage in 5 years
  - If less, why?
- Percentage walk on, drive on, passenger
- Last trip summary



# Winter Survey Topics: Customer Satisfaction



## ❖ Purpose:

- Measure importance and satisfaction of ferry attributes to define areas of improvement
- Low performance items will be identified by route, allowing WSF information needed for future training opportunities
  - Respondents will be asked to provide a detailed description of low performing attributes

## Specific Question Topics

- Importance and satisfaction ratings
  - Loading/unloading crew performance and interaction
  - On-time arrival and departure performance
  - Conditions of vessels
  - Toll booth personnel performance and interaction
  - Vessel crew performance and interaction
  - Walk-on and transit services
  - Condition of terminal facilities
- Route specific



# Winter Survey Topics: Household Ferry Usage

Winter Travel Activity



Customer Satisfaction



Household Ferry Usage



Fare Options



Transit Connections



Miscellaneous Topics

## ❖ Purpose:

- Gain a better understanding of respondent's households ferry riding behavior during the winter travel period
  - Routes utilized most frequently
  - Manner of boarding
  - Method of payment
  - Changes from last winter



## Specific Question Topics

- Household ferry travel (by member)
  - Number of round trips per month
  - Method of boarding
  - Ticket method
  - Usage compared to last winter



# Winter Survey Topics: Fare Options

Winter Travel Activity



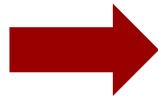
Customer Satisfaction



Household Ferry Usage



Fare Options



Transit Connections



Miscellaneous Topics

## ❖ Purpose:

- Determine impact of discount for smaller vehicles (14 feet or under)
- Measure support of fare structure increases (vehicle vs. walk on)

## Specific Question Topics

- Preferred fare structure
- Influence of 30% off vehicles 14 feet and less on next vehicle purchase
- Appropriateness of greater increased for vehicle fares
  - If appropriate, rate of passenger increase compared to vehicle



# Winter Survey Topics: Transit Connections

Winter Travel Activity



Customer Satisfaction



Household Ferry Usage



Fare Options



Transit Connections



Miscellaneous Topics



## ❖ Purpose:

- Gain a better understanding of the behavior of walk on ferry riders
  - Deciding factors for walk on
  - Other public transit utilized
- Highlight potential efforts that may increase ferry walk on traffic

## Specific Question Topics

- Factors impacting drive on vs. walk on
- Other transportation taken when walk on
- Increased likelihood of walk on if discounts on ferry/bus tickets
- Increased likelihood of walk on if discounts on ferry/bus tickets with ORCA Card



# Winter Survey Topics: Miscellaneous Topics

Winter Travel Activity



Customer Satisfaction



Household Ferry Usage



Fare Options



Transit Connections



Miscellaneous Topics

## ❖ Purpose:

- Measure usage of the Tacoma Narrows Bridge and the impact of increased bridge tolls on ferry traffic

## Specific Question Topics

- Tacoma Narrow Bridge usage
  - Frequency
  - Impact of Tacoma Narrow Bridge toll on ferry travel
- Good 2 Go account
  - Preferred method of payment
- Additional comments for WSTC





Questions?