



# WASHINGTON STATE TRANSPORTATION COMMISSION

## 2014 FROG PROGRAM OVERVIEW

# FERRY RIDERS OPINION GROUP (FROG)



- Current Panel Size: 14,971; 6,102 Active FROG Members (have done 1 or more surveys)
- 8,869 Potential Additional Members from WSF O&D Study
- 3-6,000 Growth Plans from 2014 On-board Recruiting
- Recruiting Plan: Email Link to Quick Poll Survey, to potential panel members.
- Quick Poll Questions Designed to Encourage Participation. Will ask questions such as:
  - Overall Satisfaction with WSF Services
  - Allowing More Advertising On Dock / On Boat to Generate New Revenue
  - Congestion Pricing of Fares
  - Privatization of WSF – Who Would Provide Better Service/Fares?
  - Trade-offs – Increased Fares or Decreased Services to Balance Budget

# FROG 2014 STUDY EFFORTS



- Recruiting on-board for new FROG members (Winter Period)
  - Enhance both the commuter and general users in the FROG database
- Online FROG winter (commuter) survey
  - Collect WSF performance measures & attitudes on key issues
- Freight WSF users study
  - Collect attitudes of WSF Freight users
- General Puget Sound basin and statewide WSF attitude study
  - Collect general attitudes towards WSF by local and statewide residents (Using VOWS panel)
- Recruiting on-board for new FROG members (Summer Period)
  - Enhance database of both recreational and commuter riders
- Online FROG summer (recreational) survey
  - Collect WSF recreational usage and performance attitudes

# FROG STUDY SCHEDULE



- **Jan** Meet with key FROG stakeholders
- **Feb** Recruiting on-board new FROG members
- **Mar/Apr** Online FROG winter (commuter) survey
- **Apr/May** Freight WSF users study
- **May/June** General Puget Sound basin WSF attitude study
- **July/Aug** Recruiting on-board new FROG members
- **Sept/Oct** Online FROG summer (recreational) survey
- **Nov** Final consolidated FROG reporting

# WINTER ON-BOARD RECRUITING



## All Routes But Not All Runs

*Since we are recruiting to balance the panel we don't need to be on all runs. So we have targeted the busiest times of the day for the interviewers and provided Posters and postcards for distribution by the toll booth personnel.*

	Seattle/Bainbridge 801 Alaskan Way Pier 52 Seattle, WA 98104 Crossing Time: 35-minutes			Edmonds/Kingston 199 Sunset Ave. S. Edmonds, WA 98020 Crossing Time: 30-minutes			Mukilteo/Clinton 614 Front Street Mukilteo, WA 98204 Crossing Time: 20-minutes				Point Defiance/Tahlequah 5810 North Pearl Street Tacoma, WA 98405 Crossing Time: 15-minutes			Port Townsend/Coupeville 1301 Water Street Port Townsend, WA 98368 Crossing Time: 30-minutes			Anacortes/San Juan Islands 2100 Ferry Terminate Road Anacortes, WA 98221 Crossing Time: 60-minutes			Fautleroy/Southworth 4829 SW Barton Seattle, WA 98136 Crossing Time: 40-minutes			Seattle/Bremerton 801 Alaskan Way Pier 52 Seattle, WA 98104 Crossing Time: 60-minutes			
	Board	Depart	Name	Board	Depart	Name	Board	Depart	Name		Board	Depart	Name	Board	Depart	Name	Board	Depart	Name	Board	Depart	Name	Board	Depart	Name	
Sunday, Feb 16				12:05 PM	7:00 PM	Heldai				Tuesday, Mar 4	1:50 PM	8:25 PM	Peter								12:55	8:05	Heldai	12:30 PM	7:50 PM	Matt
Monday, Feb 17				12:05 PM	7:00 PM	Paul				Wednesday, Mar 5	1:50 PM	8:25 PM	Paul								12:55	8:05	Shelly	12:30 PM	7:50 PM	Louis
Tuesday, Feb 18	6:10	2:05 PM	Peter	6:25 AM	1:30 PM	Heldai	1:30 PM	8:25 PM	Yvette	Thursday, Mar 6											12:55	8:05	Heldai	12:30 PM	7:50 PM	Matt
Wednesday, Feb 19	6:10	2:05 PM	Matt	6:25 AM	1:30 PM	Paul	1:30 PM	8:25 PM	Shelly	Friday, Mar 7				10:15 AM	6:00 PM	Peter					12:55	8:05	Shelly	12:30 PM	7:50 PM	Louis
Thursday, Feb 20	6:10	2:05 PM	Peter	6:25 AM	1:30 PM	Heldai	1:30 PM	8:25 PM	Yvette	Saturday, Mar 8				10:15 AM	6:00 PM	Paul					12:55	8:05	Heldai	12:30 PM	7:50 PM	Matt
Friday, Feb 21	6:10	2:05 PM	Matt	6:25 AM	1:30 PM	Paul	1:30 PM	8:25 PM	Shelly	Monday, Mar 10				10:15 AM	6:00 PM	Peter	1:00 PM	7:00 PM	Peter		12:55	8:05	Heldai	12:30 PM	7:50 PM	Matt
Saturday, Feb 22	6:10	2:05 PM	Peter				2:00 PM	9:00 PM	Yvette	Tuesday, Mar 11							1:00 PM	7:00 PM	Paul		12:55	8:05	Shelly	12:30 PM	7:50 PM	Louis
Monday, Feb 24	12:20	7:20 PM	Matt				11:00 AM	6:00 PM	Shelly	Wednesday, Mar 12							1:00 PM	7:00 PM	Paul		12:55	8:05	Heldai	12:30 PM	7:50 PM	Matt
Tuesday, Feb 25	12:20	7:20 PM	Peter	10:25 AM	5:30 PM	Heldai				March 13-17	Make Up runs						1:00 PM	7:00 PM	Peter							
Wednesday, Feb 26	12:20	7:20 PM	Matt	10:25 AM	5:30 PM	Paul	1:30 PM	8:25 PM	Shelly								1:00 PM	7:00 PM	Paul							
Thursday, Feb 27	12:20	7:20 PM	Peter	10:25 AM	5:30 PM	Heldai	1:30 PM	8:25 PM	Yvette																	
Friday, Feb 28	12:20	7:20 PM	Matt	11:15 AM	6:10 PM	Heldai	1:30 PM	8:25 PM	Shelly																	
Monday, Mar 3	12:20	7:20 PM	Peter	11:15 AM	6:10 PM	Paul	1:30 PM	8:25 PM	Yvette																	
	12:20	7:20 PM	Matt				2:00 PM	9:00 PM	Shelly																	
							1:30 PM	8:25 PM	Yvette																	
							1:30 PM	8:25 PM	Shelly																	

Current FROG Panel: 14,971  
2014 FROG Panel Growth Goal: 18,000



- **Winter Survey is Based On Two RCW Requirements**
  - RCW 47.64.355 – Track Over Time System Performance Measures
  - RCW 47.60.286 – Inform Operational, Pricing, and Planning Decisions
- **Performance / Satisfaction Section** (Tracking Questions)
  - Overall – Their level of satisfaction with WSF overall
  - Terminals – Clean and well maintained
    - Comfortable (seating, temperature, etc.)
  - Walk on – Adequately coordinate with transit
    - Adequate parking near terminals
    - Easy loading / Unloading
    - Loading procedures are efficient
    - Unloading procedures are efficient
  - Car/Booth – Toll booth staff is friendly, courteous and polite
    - Buying tickets easy and quick
    - Efficiently processes vehicles



- **Performance / Satisfaction Section** (Tracking Questions)
  - Car loading – Loading crew friendly, courteous and polite
    - Loading procedures are efficient
    - Loads ferries to capacity
    - Given clear directions and hand signals
  - Car/Unload – Unloading crew is friendly, courteous and polite
    - Unloading procedures are efficient
    - Provides clear directions and hand signals
  - Boat
    - Seating areas are clean and comfortable
    - Bathrooms are clean and well maintained
    - Vessels are well maintained (not rusty/dirty) and safe (not cluttered)
    - Loading procedures are efficient
    - Unloading procedures are efficient
  - Boat Crew – Is friendly, courteous and polite
    - Is helpful, competent and knowledgeable



- **Performance / Satisfaction Section** (Tracking Questions)
  - WSF
    - Has on-time/dependable departures
    - Has on-time/dependable arrivals
  - Website – How satisfied were you with your experience?
  - Phone – How satisfied were you with your experience?
  - **All respondents who are dissatisfied are asked about specific issues:**
    - Specific boats / terminals / Run Times so we can pinpoint where the problem took place
    - To tell us the specific issues that made them dissatisfied



- **Past Special Questions Used to Inform Operational, Pricing, and Planning Decisions** (What old/new issues should be covered this year?)
  - FERRY USAGE CHANGES OVER TIME
  - CHANGES IN DRIVING HABITS OVER LAST YEAR
  - SHARING MULTI-RIDE PASS
  - HOUSEHOLD WSF USAGE
  - CAR SIZE FARE
  - PASSENGER/WALK-ON VS VEHICLE FARE INCREASE RATIOS
  - IMPACT ON WALK-ON RIDERS OF CHANGE TO TRANSIT SCHEDULE
  - IMPACT ON WALK-ON RIDERS OF ORCA CARDS
  - IMPACT ON WALK-ON RIDERS OF DISCOUNT ON COMBINED FERRY/BUS TICKET
  - USAGE OF TACOMA NARROWS BRIDGE TO TRAVEL FOR LESS ON FERRY/BRIDGE
  - CURRENT POSSESSION PAYMENT CARDS/PASS
  - INTEREST IN CHANGING TO A “GOOD2GO” SYSTEM
  - ADJUSTING % OF COSTS THAT RIDERS PAY

# GENERAL PUBLIC FERRY ATTITUDES



- **Methodology**
  - GENERAL RESIDENCE OF THE PUGET SOUND BASIN & STATEWIDE
  - USE AN ON-LINE SURVEY WITH VOWS MEMBERS - THEY REPRESENT THE LIGHT TO INFREQUENT USERS OF WSF COMPARED TO FROG PANEL
- **Past Areas of Investigation** (What old/new issues should be covered this year?)
  - GENERAL RIDERSHIP & ROUTE USED
  - RIDERSHIP PURPOSE
  - RIDERSHIP FREQUENCY
  - CHANGE IN RIDERSHIP FREQUENCY
  - REASONS FOR DECREASE OR INCREASE IN RIDERSHIP
  - IMPACT ON RIDERSHIP OF KEY SERVICE IMPROVEMENTS
  - IMPORTANCE OF FERRIES TO BOTH REGION & STATE
  - ATTITUDES TOWARDS WHO SHOULD PAY FOR FERRIES OPERATIONS
  - ATTITUDES TOWARDS WHO SHOULD PAY FOR FERRIES CAPITAL NEEDS



- **Methodology**
  - TELEPHONE INTERVIEWS WITH DECISION-MAKERS WHO SCHEDULE COMMERCIAL VEHICLE TRAVEL ON WSF
- **Past Areas of Investigation** (What old/new issues should be covered this year?)
  - FLEET SIZE/CHARACTERISTICS/MAKEUP
  - WSF ROUTE USAGE AND FREQUENCY
  - CHANGE IN FLEET FREQUENCY OF USAGE
  - REASONS FOR CHANGE IN FREQUENCY OF USAGE
  - FACTORS INFLUENCING USAGE
  - FLEXIBILITY TO SELECT TRAVEL TIMES
  - DEGREES THAT WAIT TIMES ARE A PROBLEM
  - STRATEGIES TO MINIMIZE WAIT TIMES
  - REACTION TO RESERVATION ISSUES
  - REACTIONS TO CONGESTION PRICING ISSUES
  - GENERAL SUGGESTIONS FOR IMPROVING WSF SERVICE

## VOICE OF WASHINGTON STATE (VOWS)

- 21,793 Current Active VOWS Members (have done 1 or more WSTC surveys)
- 30,438 Total Members
- Recruitment Plan: Ongoing Email Campaign to State Residents with Link to Quick Poll Surveys.
- Quick Poll Questions Designed to Encourage Participation such as:
  - Adding Sales Tax on Gasoline Purchases
  - Tolling State Passes to Cover Pass Maintenance
  - Using Gas Tax Revenues to Funding Public School Transportation
  - Using Gas Tax Revenues to Funding Public Transit
- Growth Plan for 2014: 10,000 additional Members
- 2014 VOWS Studies:
  - May 2014: WSF : General Public Attitude Study
  - November 2014: Statewide Transportation Study



**THANK YOU!**

**For More Information Contact:**

Reema Griffith, WSTC Executive Director

Bill Young, Survey Program Project Manager

360.705.7070