



WSF Policy Survey 2014 Topline Report



**Washington State Transportation
Commission**

WSF Policy Survey



Online Panel Survey of Ferry Riders – June 2014 n=3,912; MoE: ± 1.6

Looking forward 2 years, how would you guess your ferry ridership will change, if at all?

I anticipate riding the ferries less in the next 2 years	10%
I anticipate riding the ferries the same amount in the next 2 years	75%
I anticipate riding the ferries more in the next 2 years	15%

What is the **main reason** you anticipate you will ride the ferries less in the next 2 years?

Plan to telecommute/will telecommute more	6%
Plan to retire	21%
Plan to be employed part-time only	5%
Plan to move to a location that doesn't require as much ferry travel	26%
Plan to change jobs to a location that doesn't require as much ferry travel	16%
Other [SPECIFY _____]	32%

TNB / Ferry Free Travel



In the last 12 months, have you used the Tacoma Narrows Bridge in conjunction with a ferry to make a round trip between the west and east Sound? (Took ferry one way and returned over the bridge the other way)

[CHECK ALL THAT APPLY] (n=3761)

- Yes – took the ferry going westbound and the TNB going eastbound 20%
- Yes – took ferry going eastbound and the TNB going westbound 26%**

During a typical month, **how often do you make a ferry trip (going east bound)** in conjunction with the Tacoma Narrows Bridge (going west bound)? **(n=1111)**

- Less than 1 trip per month 70%**
- 1 trip per month 11%
- 2-5 trips per month 13%
- 6-10 trips per month 2%
- More than 10 trips per month 3%

Travel Help



With increased land-side **travel alternatives** available in the Seattle area, such as Uber, SmartCar, Flex Car, etc., do these services have an **impact on your decision to walk-on** the ferry instead of driving on the ferry? (n=2328)

A large impact	3%	→ 14%
Some impact	11%	
Very little impact	19%	
No impact at all	67%	→ 86%

How likely would you be to walk on more if **transit service** was reliable, coordinated, and easy to use on both sides of your ferry trip? (n=3761)

Definitely would walk on more than I am now	29%	→ 49%
Probably would walk on more than I am now	20%	
Might or Might Not Walk on more than I am now	19%	
Probably Would Not Walk on any more than I am now	17%	→ 32%
Definitively Would Not Walk on any more than I am now	15%	

WSF WFI Satisfaction



How would you rate the **current WiFi service quality only (not the price)** on the ferries? (n=1011)

Excellent	2%	
Very Good	11%	→ 38%
Good	26%	
Fair	26%	
Poor	19%	→ 62%
Very Poor	18%	

Passenger Only Ferry



On a scale of 1 to 10 where 1 is not interested at all and 10 is very interested, how interested would you be in a passenger only ferry that ran from your current starting terminal to your destination terminal, **if it was able to get you there twice as fast as a vehicle ferry?**



Assuming the passenger only ferry could get you to your destination terminal twice as fast as the vehicle ferry, using the same scale, how interested would you be in this service **if the fare was double the current vehicle ferry walk-on fare?**



Assuming the passenger only ferry could get you to your destination terminal twice as fast as the vehicle ferry but cost twice as much as a vehicle ferry walk-on fare, how interested would you be in this service **if the passenger ferry schedule was also coordinated with public transportation schedules on both ends of your trip?**



Improved Service Value



Given we face ongoing funding challenges, yet the demand for improved services and travel options remain, on a scale from 1 to 10 where 1 is not at all interested and 10 is very interested, how interested would you be in paying an additional \$0.25 per fare if the revenue was dedicated to:

1	2	3	4	5	6	7	8	9	10	Mean
Not at all interested									Very interested	
Enhancing transit services at terminals?										
31%	9%	8%	6%	11%	7%	6%	6%	3%	13%	4.45
Institute Good2Go as a fare payment method?										
45%	11%	7%	5%	9%	5%	4%	4%	2%	8%	3.43
Expand park and ride lots at your home side terminal?										
41%	12%	7%	6%	8%	5%	5%	4%	2%	9%	3.62
Provide free WiFi at terminals and on boats?										
42%	8%	5%	3%	6%	4%	5%	5%	3%	19%	4.29



Questions?