



Washington State Transportation Commission
WSF Winter Ferry Performance – FROG Survey
April 2014
Executive Summary Presentation

Preface



Starting in 2010, the Washington State Transportation Commission (WSTC) changed the process for how research is conducted regarding Washington State Ferries (WSF). Before 2010, stand-alone research projects were executed, but some of the issues facing ferry operations are of a longitudinal nature (changes over time). The decision was therefore made to create the Ferry Riders' Opinion Group (FROG) and the Voice of Washington State (VOWS). FROG is an online community where ferry riders have an ongoing opportunity to weigh in on ferry issues through surveys and quick polls (single questions). VOWS is an online community where any Washington resident has a similar opportunity to weigh in on statewide and regional transportation issues.

The FROG research initiative in 2014 consists of the following main phases:

- **Winter Customer Survey Study (target audience: commuter riders) via FROG**
- Winter Policy Study (target audience: commuter riders) via FROG
- Freight Survey (target audience: WSF freight customers) via executive telephone survey
- General Market Assessment Survey (target audience: Puget Sound (PS) basin and non-PS residents (non-PS) via VOWS
- Summer On-board Recreational Survey (target audience: Out of state riders)
- Summer Performance, Recreational, and Policy Study (target audience: commuter and social/recreational riders)

The focus of this report is the Winter Ferry Performance Summary

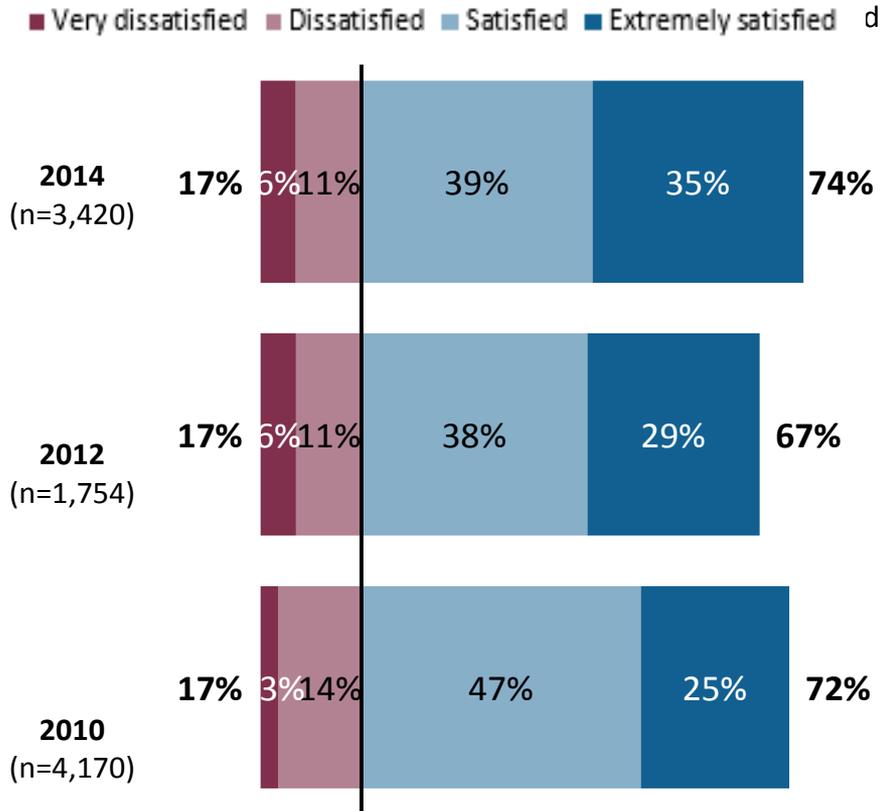
EMC Project/Document #: 14-5088

Overall Satisfaction



Total Satisfaction with WSF has increased to above 2010 levels, with Dissatisfaction remaining constant, indicating that those who moved to a more neutral position between 2010 and 2012, have moved back to a positive position.

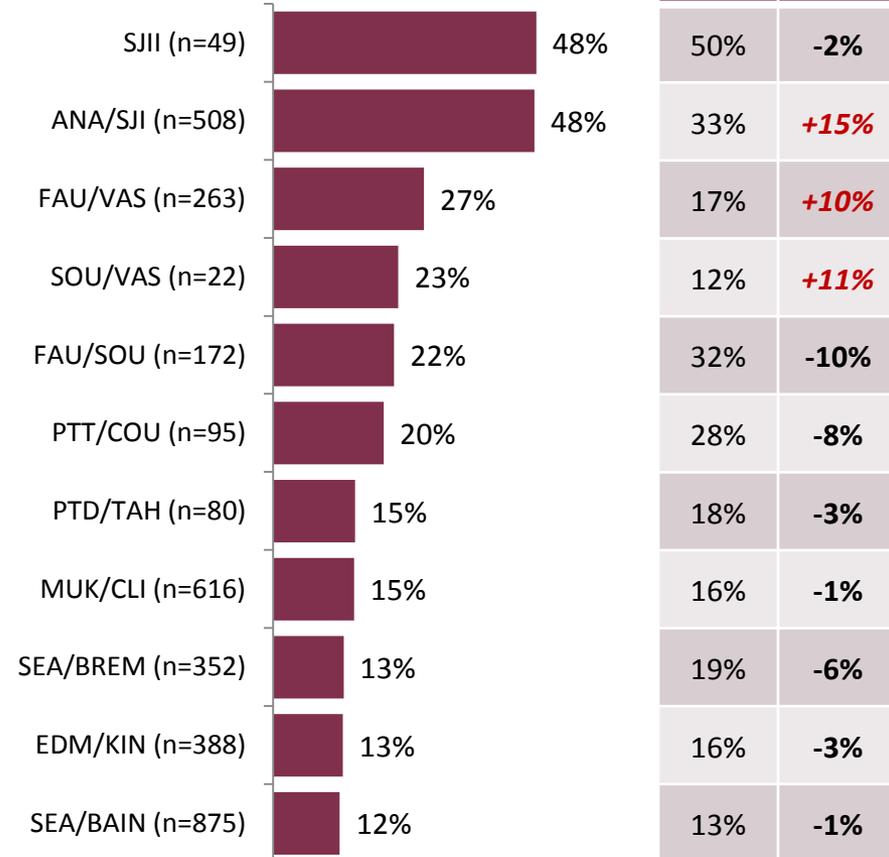
Overall Satisfaction with WSF



Only ratings of satisfaction (4-5) or dissatisfaction (1-2) are shown, Ratings of 3 or don't know are not shown.

The **bold** percentages represents the corresponding total dis/satisfaction

Overall Dissatisfaction by Route (Total Dissatisfied)



Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 3rd-March 27th. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Satisfaction by Attribute - Tracking



Almost all attributes have seen an decrease in total dissatisfaction from 2012

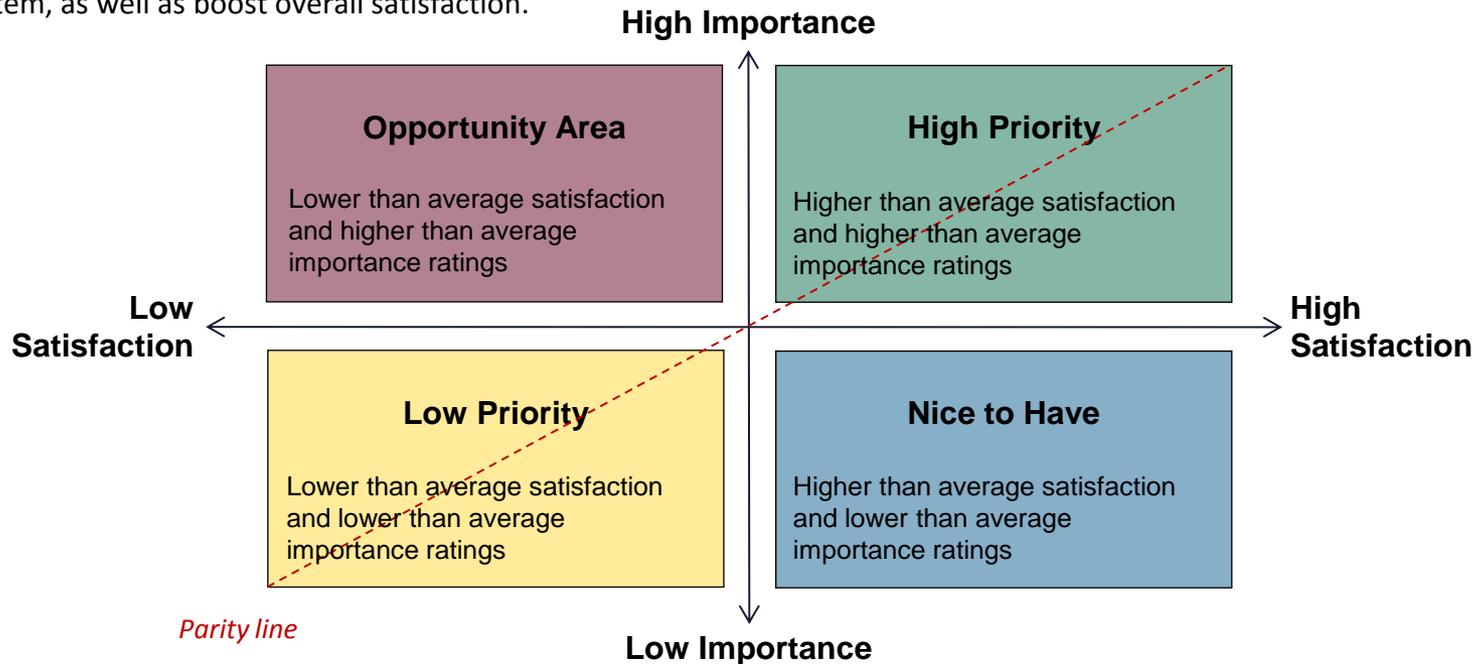
- ❖ The following table present an overview of the following slides containing the quad chart analysis
- ❖ The following table shows the total dissatisfaction (1-2) of each individual attribute, relative to the 2012 dissatisfaction.
 - The **Difference** is 2014 dissatisfaction minus 2012 dissatisfaction

Code	Attributes	Dissatisfaction		
		2014	2012	Difference
6	Adequate parking near terminals	26%	37%	-11%
4	Terminal bathrooms clean	21%	--	--
2	Terminals are comfortable	16%	16%	0%
5	WSF and Transit schedules coordinated	14%	19%	-5%
16	Loading crews provide clear directions	13%	15%	-2%
12	Efficiently processes vehicles	11%	14%	-3%
7	Easy loading/ unloading for walk-on	10%	13%	-3%
13	Vehicle loading crew is friendly	9%	9%	0%
14	Loading procedures efficient	9%	11%	-2%
8	Passenger loading efficient	8%	10%	-2%
22	Vessels are well maintained	8%	10%	-2%
21	Ferries Bathrooms are clean	8%	11%	-3%
9	Passenger unloading efficient	8%	12%	-4%
3	Terminal Staff is helpful	8%	--	--
1	Terminals are clean	7%	9%	-2%
18	Unloading procedures efficient	7%	9%	-2%
15	Loads ferries to capacity	7%	11%	-4%
11	Buying tickets easy and quick	5%	6%	-1%
20	Passenger seating areas are clean	5%	7%	-2%
24	Vessel crew is helpful	4%	4%	0%
19	Unloading crews provide clear directions	4%	4%	0%
10	Toll booth staff is friendly	4%	5%	-1%
23	Vessel crew is friendly	4%	6%	-2%
17	Unloading crew is friendly	3%	4%	-1%

Gap Analysis



- ❖ The following slides present quadrant charts outlining the relative importance of each ferry attribute and the relative satisfaction of each attribute.
 - The two sample sizes shown on each chart represent the maximum and minimum number of riders rating any given attribute, due to embedded skip logic.
- ❖ Each quad chart consists of four quadrants:
 - Opportunity area (red) | High priority (green) | Nice to have (blue) | Low priority (yellow)
- ❖ Each quad chart is also overlaid with a parity line.
 - The parity line represents where importance and satisfaction is equal, and identifies the ferry attributes with the greatest disparity between satisfaction and importance.
- ❖ Attributes considered highly important, but with low satisfaction (performance), indicate opportunity areas for improvement by WSF. Increasing awareness of these important attributes may help promote more positive impressions of the ferry system, as well as boost overall satisfaction.



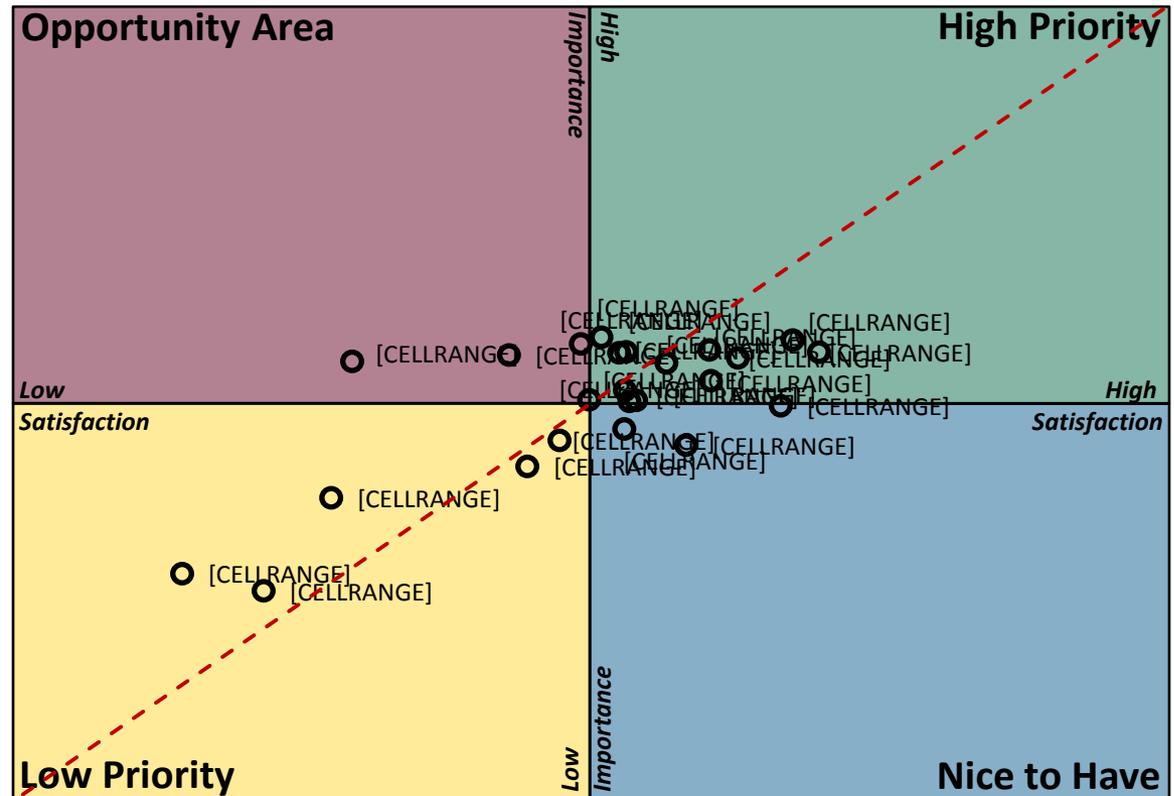
Gap Analysis: Overall



Opportunity areas: Clean terminals and bathrooms, Loading crews providing clear directions, and Efficient processing of vehicles.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=3144-1336)



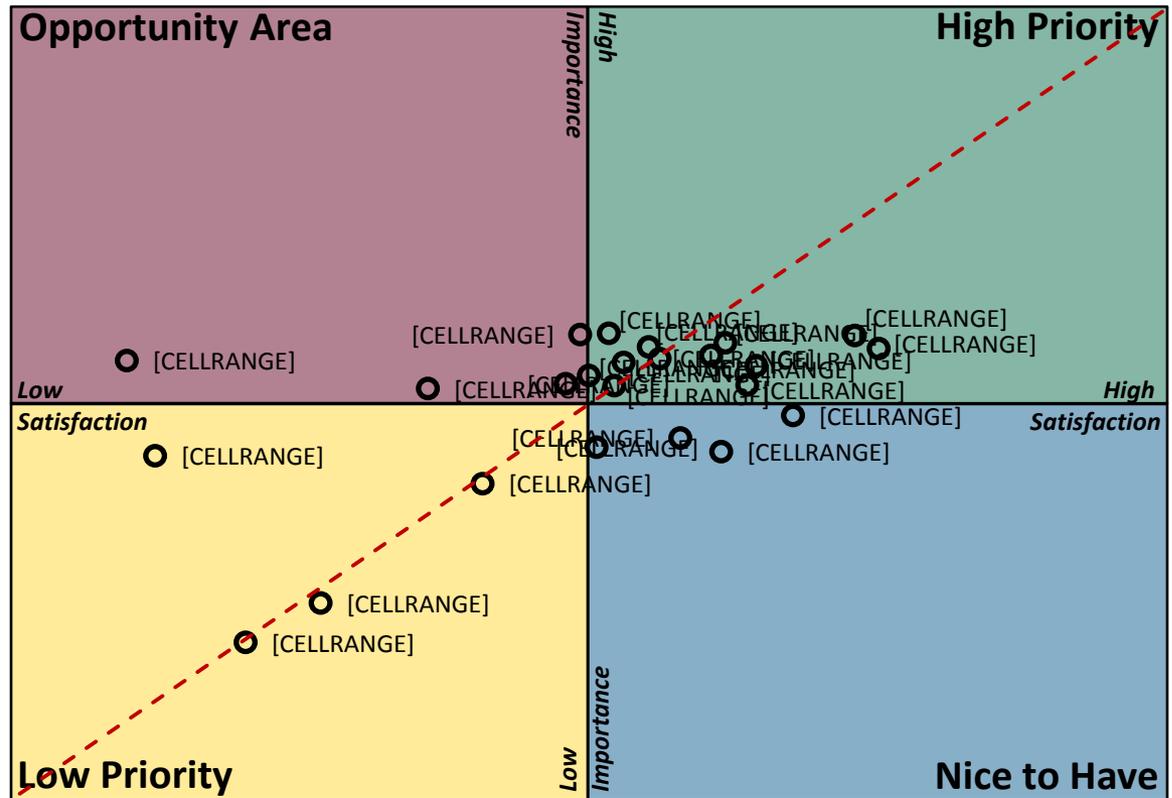
Gap Analysis: Seattle/ Bainbridge



Opportunity areas: Terminals and terminal bathrooms cleanliness, Passenger unloading efficiency, and efficiency of processing vehicles

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=923-392)



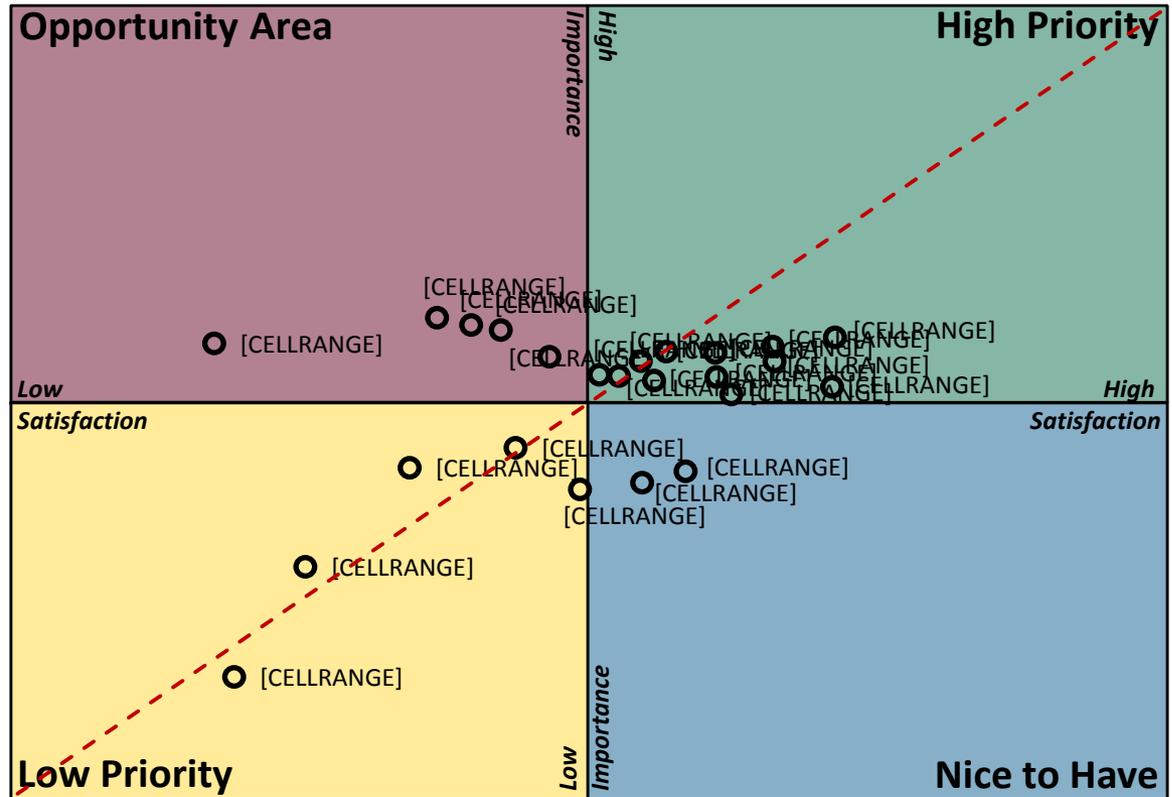
Gap Analysis: Seattle/ Bremerton



Opportunity areas: Terminal bathroom cleanliness, Clean; passenger seating areas, Ferry bathrooms, Vessel maintenance, and directions from loading crews.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=373-159)



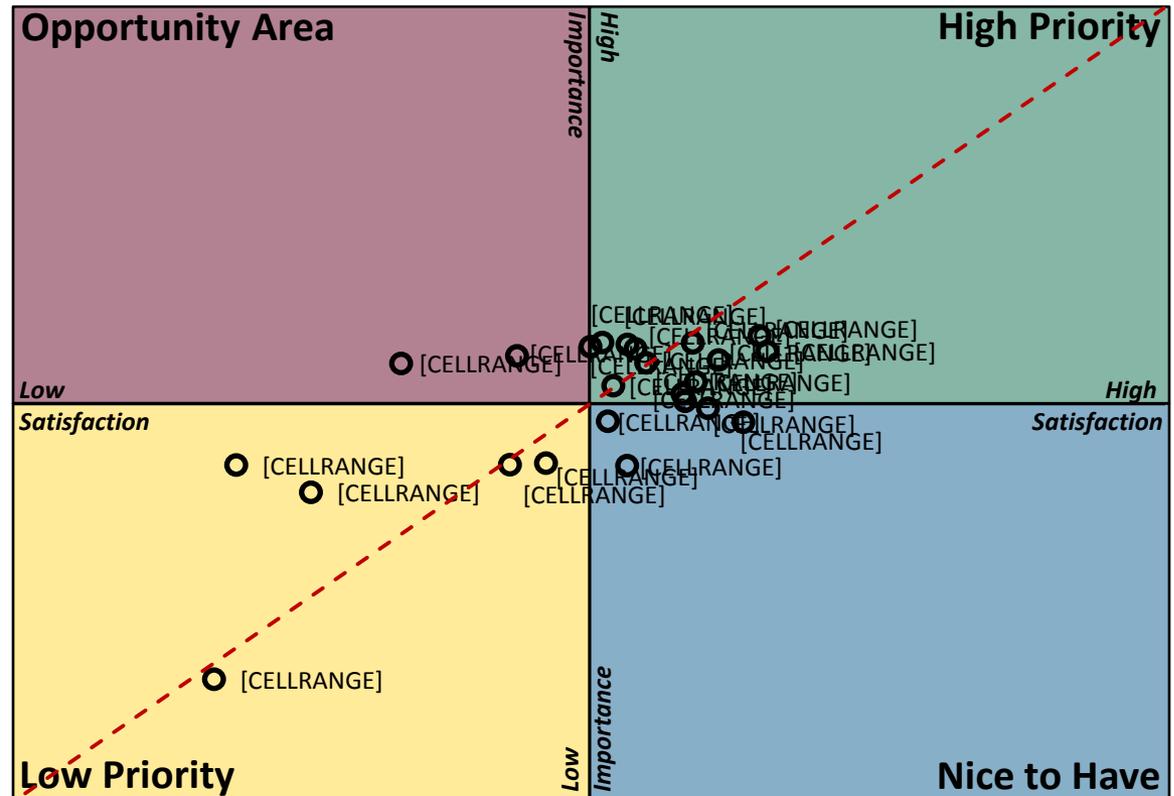
Gap Analysis: Edmonds/Kingston



Opportunity areas: Terminal bathroom cleanliness, and Lading crew's directions.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=530-225)



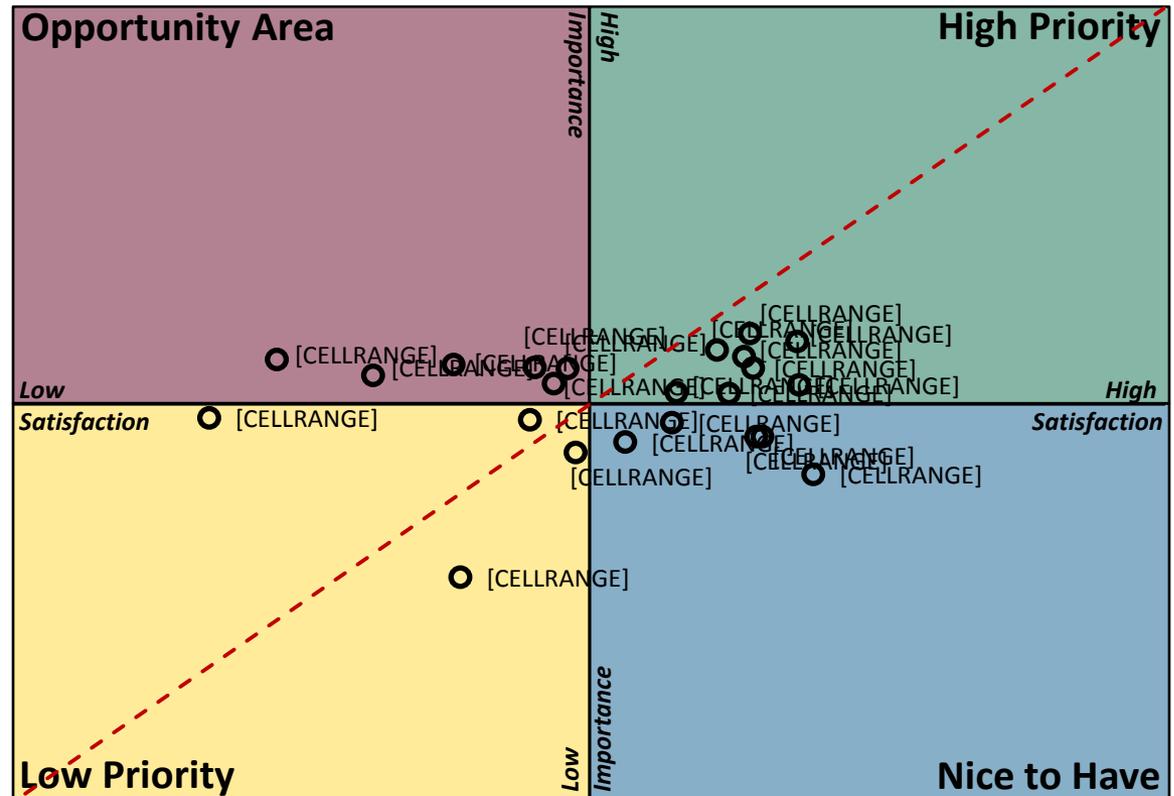
Gap Analysis: Fauntleroy/Vashon



Opportunity areas: Vehicle processing efficiency, Loading crew's directions, Loading procedures, Loading ferries to capacity, Ticket buying, and Unloading procedures.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=280-119)



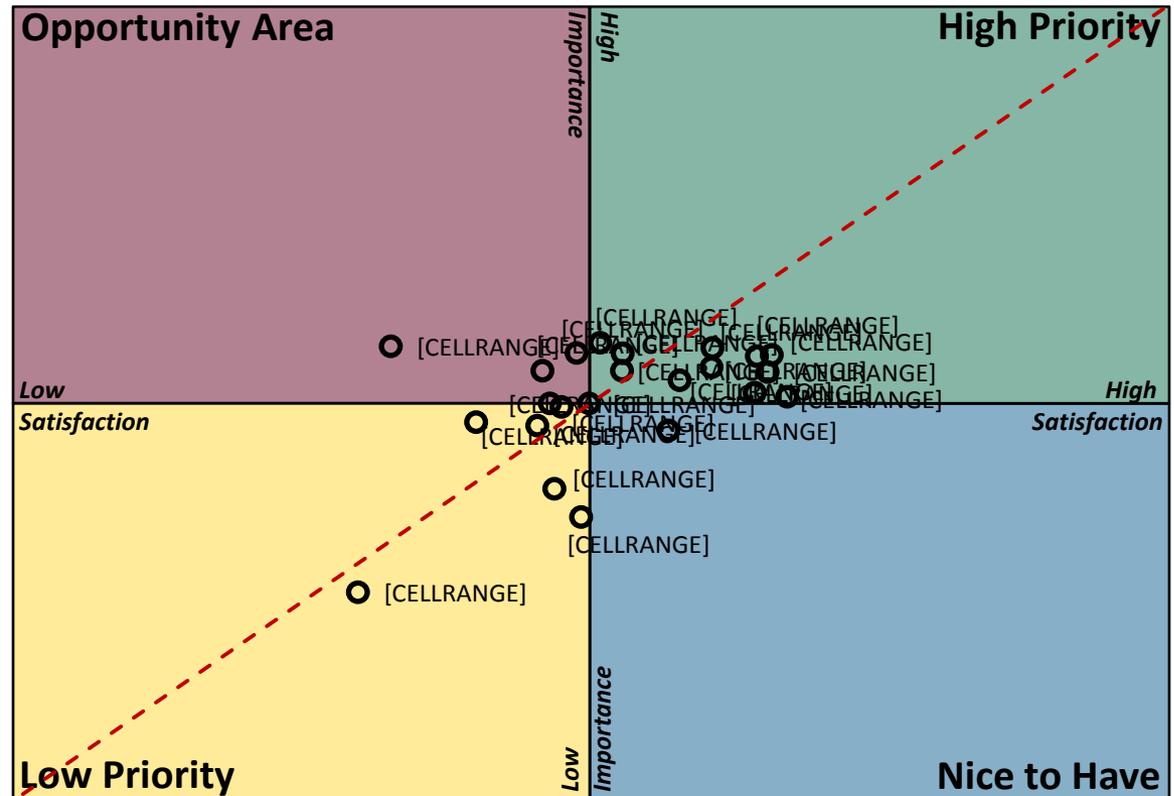
Gap Analysis: Mukilteo/Clinton



Opportunity areas: Loading crew's directions, terminal bathroom cleanliness and loading procedures.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=532-226)



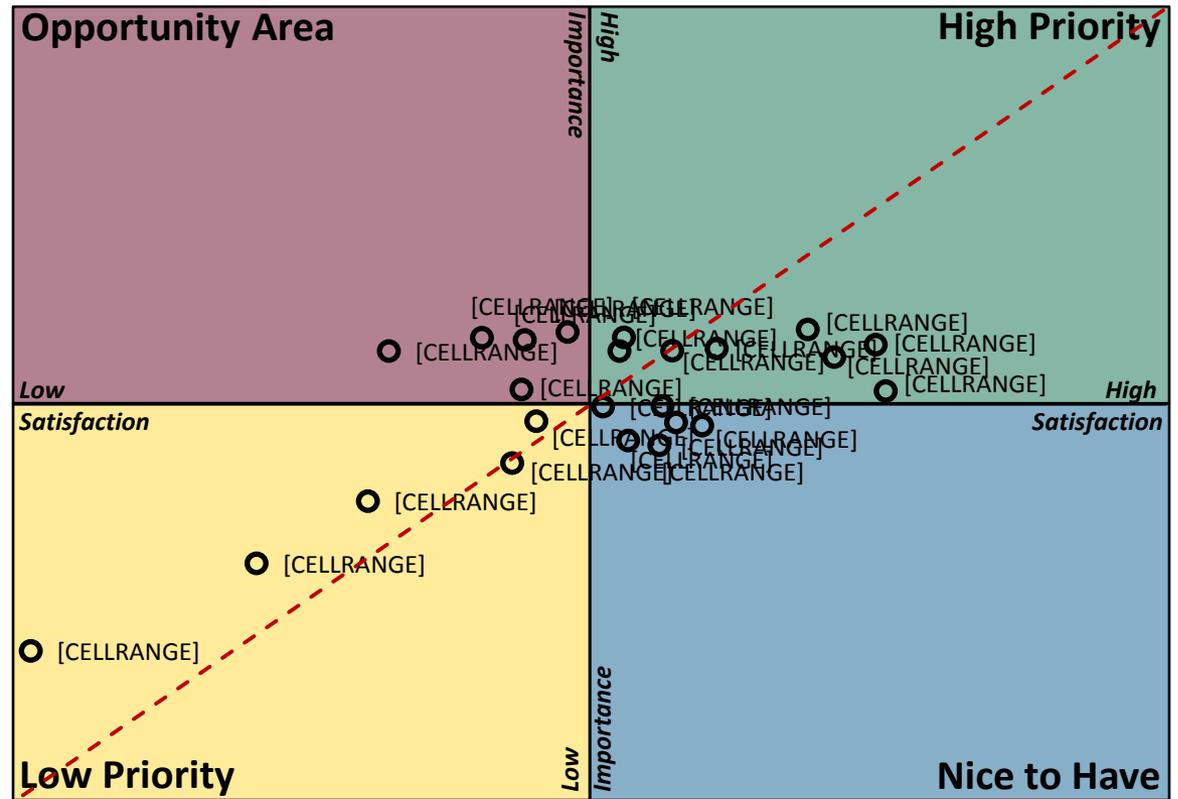
Gap Analysis: Anacortes/ San Juan Islands



Opportunity areas: Vessel maintenance, loading crew's directions, loading procedures, ferry and terminal bathroom's cleanliness.

Attribute Key	
1	Terminals are clean
2	Terminals are comfortable
3	Terminal Staff is helpful
4	Terminal bathrooms clean
5	WSF and Transit schedules coordinated
6	Adequate parking near terminals
7	Easy loading/ unloading for walk-on
8	Passenger loading efficient
9	Passenger unloading efficient
10	Toll booth staff is friendly
11	Buying tickets easy and quick
12	Efficiently processes vehicles
13	Vehicle loading crew is friendly
14	Loading procedures efficient
15	Loads ferries to capacity
16	Loading crews provide clear directions
17	Unloading crew is friendly
18	Unloading procedures efficient
19	Unloading crews provide clear directions
20	Passenger seating areas are clean
21	Ferries Bathrooms are clean
22	Vessels are well maintained
23	Vessel crew is friendly
24	Vessel crew is helpful

Satisfaction vs. Importance Ratings (n=188-80)



Terminals Clean and Well Maintained



Among those who went into terminals, San Juan Island and Seattle/Bainbridge have the highest dissatisfaction ratings for terminal cleanliness and maintenance.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2332	720	267	48	219	189	109	17	72	366	292	33
The terminals are clean and well maintained (2014)	Imp. (4-5)	91%	92%	92%	87%	92%	85%	95%	94%	96%	92%	84%	83%
	Sat. (4-5)	71%	59%	69%	78%	76%	85%	81%	94%	86%	83%	60%	58%
	Dissat. (1-2)	7%	12%	9%	0%	3%	1%	2%	6%	0%	4%	11%	25%
2012	Dissat. (1-2)	9%	13%	11%	0%	4%	3%	--	--	2%	5%	17%	--

Top 5 Unsatisfactory Terminals	
Seattle	43%
Bainbridge	26%
Anacortes	8%
Mukilteo	5%
Kingston	4%

Example of Verbatim Complaints
Seattle - Bathrooms could be cleaner
Seattle - Not clean. clearly homeless people live there.
Seattle - Terminal is dirty and old. it looks like its ready to fall down.
Seattle - The homeless people make a mess at the Seattle terminal. the smell of urine can be hard to get rid of.
Bainbridge - Bathrooms are filthy, stinky, and often the Seattle ones are locked at night, causing potential 'accidents' for us, older travelers, who don't move quickly. bad signage, no help, etc.
Bainbridge - Not clean bathrooms.
Bainbridge - Terminals dirty and in disrepair.
Mukilteo - Not clean. small waiting area.
Anacortes - Rusting walkway, often not ample seating inside on cold days. generally looking run down.

Attribute Key Code - 1

The Terminals are Comfortable



Seattle/Bainbridge and Anacortes/San Juan Islands are the routes receiving the most unsatisfactory ratings for terminal comfort.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2332	720	267	48	219	189	109	17	72	366	292	33
The terminals are comfortable (seating, temperature, etc.) (2014)	Imp. (4-5)	81%	86%	83%	79%	81%	75%	79%	70%	72%	80%	74%	83%
	Sat. (4-5)	53%	40%	56%	47%	55%	61%	70%	65%	72%	71%	43%	50%
	Dissat. (1-2)	16%	24%	15%	15%	14%	9%	10%	6%	3%	8%	16%	17%
2012	Dissat. (1-2)	16%	23%	15%	7%	14%	12%	--	--	5%	7%	29%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	36%
Seattle	26%
Kingston	6%
Anacortes	5%
Mukilteo	5%

Example of Verbatim Complaints
Seattle - Lack of comfortable seating
Seattle - Not enough places to sit.
Seattle - Seating is minimal, cramped into small spaces, and wooden benches are uncomfortable.
Bainbridge - The bathrooms really need to be upgraded and monitored better have found homeless sleeping...
Bainbridge - There is only one bench in this terminal. nicer seating is needed.
Bainbridge - Very old hard seats
Bainbridge - The most comfortable area at the terminal is at commuter comforts. however, it is not their job to make up for what the ferry system refuses to do.
Faultleroy - Wood benches and inconvenient turn styles
Mukilteo - No room, only one place to sit, cold in the winter.

Attribute Key Code - 2

Terminal Staff Helpful, Competent, Knowledgeable



Among those who went inside a ferry terminal, Seattle/Bainbridge and Seattle/Bremerton have the highest dissatisfaction ratings for helpful competent, and knowledgeable staff.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2332	720	267	48	219	189	109	17	72	366	292	33
Terminal Staff is helpful, competent and knowledgeable (2014)	Imp. (4-5)	85%	83%	85%	95%	84%	87%	94%	70%	89%	83%	86%	92%
	Sat. (4-5)	67%	63%	63%	67%	69%	69%	73%	65%	86%	70%	71%	50%
	Dissat. (1-2)	8%	10%	10%	6%	7%	8%	8%	0%	1%	8%	9%	0%

Top 5 Unsatisfactory Terminals	Example of Verbatim Complaints
Seattle 40%	Seattle - No knowledge of sea vessels and navigation
Bainbridge 10%	Seattle - Some of them seem to be very unhelpful. I have noticed this from my own experience and while listening to how they interact with other passengers.
Edmonds 7%	Seattle - Did not engage in any staff. did not see any one
Vashon 6%	Bainbridge - Not friendly or helpful.
Clinton 6%	Vashon - The ferry workers hide inside instead of directing traffic, which is not helpful for new people riding the ferry, and I have almost been hit by confused cars on several occasions
	Clinton - The terminal agents are never available to respond to questions they hide in their office when not loading cars.
	Bremerton - Slow, grumpy and unhelpful staff at and on all the ferries
	Edmonds - People not friendly

Attribute Key Code - 3

Terminal Bathrooms Clean & Well Maintained



Seattle/Bainbridge and Seattle/Bremerton have the highest dissatisfaction ratings for clean and well maintained bathrooms

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2332	720	267	48	219	189	109	17	72	366	292	33
The bathrooms in the terminals are clean and well maintained (2014)	Imp. (4-5)	95%	95%	95%	96%	94%	96%	97%	100%	99%	95%	92%	83%
	Sat. (4-5)	54%	38%	42%	58%	62%	81%	72%	76%	79%	69%	61%	50%
	Dissat. (1-2)	21%	32%	28%	12%	15%	5%	11%	6%	4%	8%	17%	8%

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints
Seattle	55%	Seattle - They are kinda ghetto especially without mirrors
Bainbridge	17%	Seattle - Generally. don't give appearance of good maintenance
Bremerton	5%	Seattle - No toilet paper, paper towels empty or scattered on the floor. dirty floor.
Anacortes	4%	Seattle - The janitor is a real social gadfly. real social, no cleaning. vomit on the floor and all they can do is put out yellow cones and tell people not to step in it...
Mukilteo	3%	Seattle - Inadequate, scuzzy. minimal sink. unsanitary.
		Seattle - Bathrooms are filthy!
		Bainbridge - The bathrooms are extremely outdated and are always scarily filthy. it seems like the cleaning schedule is either infrequent, or cleanings are less than adequate.
		Bainbridge - Not enough stalls, one sink, dirty floors

Attribute Key Code - 4

Sailing Schedule Coordinated w/Transit Services



Satisfaction is also low, especially among those riding the Point Defiance/Tahlequah and Anacortes/San Juan Islands routes.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2090	716	265	40	217	163	89	15	51	319	184	31
WSF sailing schedule is adequately coordinated with transit services available at the terminal (2014)	Imp. (4-5)	72%	71%	73%	86%	62%	91%	67%	93%	61%	72%	66%	70%
	Sat. (4-5)	48%	51%	49%	28%	49%	43%	39%	39%	39%	56%	27%	30%
	Dissat. (1-2)	14%	12%	13%	23%	15%	20%	22%	13%	12%	9%	26%	30%
2012	Dissat. (1-2)	19%	16%	15%	42%	21%	28%	--	--	8%	13%	38%	--

Top 5 Unsatisfactory Terminals	
Seattle	30%
Fauntleroy	12%
Bremerton	9%
Edmonds	8%
Anacortes	7%

Example of Verbatim Complaints
Seattle - There are no transit services except taxis this winter. the nearest line I use is on 3rd avenue.
Seattle - Doesn't coordinate well with my metro trip into Seattle to catch the ferry.
Bainbridge - The only transit service available at the Bainbridge terminal is during rush hours. we are obliged to take our car to the terminal if we want to go as foot passengers.
Edmonds - Limited bus service
Anacortes - The schedule is just not good. not enough ferries and at the wrong times. especially inter-island evenings.
Kingston - Kitsap transit services are not at all coordinated with arrivals/departures at the Kingston terminal.
Fauntleroy - If working am early morning shift and taking to Fauntleroy, the boat arrives 3 minutes after the c line leaves northbound. this means waiting an hour for the next bus at 1:50 am...

Attribute Key Code - 5

Adequate Parking Near Terminals



Of those who walked on during the winter period, lack of adequate parking near terminals is a moderate problem, primarily among Fauntleroy/Vashon and Mukilteo/Clinton riders.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2090	716	265	40	217	163	89	15	51	319	184	31
There is adequate parking near the terminals (2014)	Imp. (4-5)	74%	67%	62%	81%	84%	83%	74%	67%	94%	84%	81%	80%
	Sat. (4-5)	43%	46%	44%	32%	50%	29%	38%	74%	49%	30%	50%	50%
	Dissat. (1-2)	26%	20%	19%	27%	20%	46%	27%	6%	20%	47%	12%	20%
2012	Dissat. (1-2)	37%	28%	38%	44%	40%	35%	--	--	42%	61%	24%	--

Top 5 Unsatisfactory Terminals	
Seattle	18%
Bainbridge	14%
Mukilteo	14%
Fauntleroy	13%
Clinton	9%

Example of Verbatim Complaints
Seattle - No clear directions on parking garage near terminal
Seattle - There aren't great parking garages that are reasonable in Seattle with security
Bainbridge - The parking lot is a slope with tons of pot-holes and poor lighting. drop off/pick-up interfere with pedestrians and those trying to park. it is hard to see during the winter months because there is not adequate lighting (lights are broken).
Fauntleroy - There is no parking area for passengers. the neighborhood has to absorb all the cars. no cars can stay overnight. no bike rack provided...
Vashon - Not enough parking available
Clinton - No parking with in 1/2 mile
Mukilteo - Mukilteo does not have adequate parking to serve the needs of island county residents.
Point Defiance - The over night parking has always been a little far away but now that there is a parking fee that you must pay at the tackle shop it is just not worth it. i am no longer walking on to the boat.

Attribute Key Code - 6

Efficiently Process Vehicles



Among drive-on and passenger riders, efficiently processing vehicles presents an opportunity for improvement, primarily among riders of the Fautleroy/Vashon/Southworth route, where one in three riders report being dissatisfied.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2956	751	240	73	345	240	151	17	82	562	450	45
WSF efficiently processes vehicles through ticket lanes (2014)	Imp. (4-5)	97%	98%	95%	99%	96%	97%	97%	100%	97%	96%	97%	90%
	Sat. (4-5)	70%	69%	77%	70%	76%	48%	75%	59%	79%	74%	68%	52%
	Dissat. (1-2)	11%	11%	10%	9%	8%	32%	9%	6%	7%	7%	10%	10%
2012	Dissat. (1-2)	14%	13%	13%	11%	13%	19%	--	--	7%	13%	12%	--

Top 5 Unsatisfactory Terminals	
Fautleroy	30%
Seattle	19%
Bainbridge	10%
Kingston	8%
Anacortes	6%

Example of Verbatim Complaints
Seattle - The ticket takers are great. I am most dissatisfied with the way that the drivers are constantly pushing the edge of the local traffic controls - with the construction going on...
Seattle - Sometimes there is a long wait while the ticket taker talks to a driver. I have no idea why this happens, but it is extremely annoying when the boat is about to leave.
Bainbridge - There should be lanes open for people already having tickets or passes, and lanes with electronic readers (like 'good to go') that do not require human ticket takers...
Fautleroy - There should be a ticket holders lane with an automatic gate at each terminal to allow for commuter access w/o waiting for ticket purchasing customers in vehicles.
Mukilteo - Long lines up hill and only one booth open
Kingston - At peak times, when the lines are long, there are not enough open toll booth lanes.
Pt. Townsend - Cranky staff

Attribute Key Code - 12

Vehicle Loading Efficient



Efficient loading procedures are rated as very important among drive-on and passenger riders. Anacortes/San Juan Islands and Fautleroy/Vashon/ Southworth riders provide the highest dissatisfied ratings.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2954	751	240	73	344	240	151	17	82	562	449	45
WSF vehicle loading procedures are efficient (2014)	Imp. (4-5)	96%	96%	95%	99%	96%	96%	93%	100%	96%	96%	97%	95%
	Sat. (4-5)	73%	78%	74%	65%	77%	60%	71%	76%	79%	71%	61%	52%
	Dissat. (1-2)	9%	5%	8%	10%	9%	14%	10%	6%	6%	9%	17%	19%
2012	Dissat. (1-2)	11%	8%	8%	21%	10%	16%	--	--	12%	9%	18%	--

Top 5 Unsatisfactory Terminals	Example of Verbatim Complaints
Anacortes 12%	Seattle - Crew replacements are slow to board while everyone else is waiting for them before we can unload. talk to out going crew one ramp while everyone waits.
Seattle 11%	Kingston - Method of loading is arbitrary and seems to preferential.
Clinton 11%	Clinton - Loading is poor - poor directions, delays.
Kingston 11%	Anacortes - We were loaded behind a pick-up and trailer that could have been put in front of us, and filled in the center of the ferry better.
Fautleroy 8%	Fautleroy - Poor management of multiple lines
	Vashon - Not full ferries leave the dock
	Bainbridge - Inconsistent loading protocols (which affect order of departure at end.)
	Tahlequah - The process changes with each crew

Vehicle Loading Crews Provide Clear Directions



Overall, there is room for improvement in providing clear loading directions to drive-on and passenger riders. Fautleroy/Vashon, Mukilteo/Clinton and San Juan riders make up the most dissatisfied

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/BAIN	SEA/BRE	PTD/TAH	EDM/KIN	FAU/VAS	FAU/SOU	SOU/VAS	PTT/COU	MUK/CLI	ANA/SJI	INTER SJI
Respondents		2954	751	240	73	344	240	151	17	82	562	449	45
WSF vehicle loading crews provide clear directions / hand signals (2014)	Imp. (4-5)	96%	95%	94%	100%	95%	95%	96%	100%	99%	97%	97%	95%
	Sat. (4-5)	65%	72%	66%	61%	70%	55%	63%	66%	73%	58%	58%	24%
	Dissat. (1-2)	13%	8%	9%	11%	11%	18%	15%	11%	11%	19%	18%	29%
2012	Dissat. (1-2)	15%	10%	19%	22%	12%	18%	--	--	9%	17%	17%	--

Top 5 Unsatisfactory Terminals	
Clinton	16%
Kingston	12%
Bainbridge	10%
Anacortes	8%
Fautleroy	8%

Example of Verbatim Complaints
Bainbridge - Sometimes they are not clear in their directions
Kingston - Inefficient. they favor their buddies
Clinton - Too busy chatting to tell me where to drive on at
Clinton - There are some older deck hands that don't put a lot of energy in their job.
Anacortes - Dissatisfied behavior, frustrated looks
Fautleroy - Occasionally they put me in the wrong line.
Mukilteo - Not all crew members give clear hand signals
Vashon - Some people's gestures are unclear and confusing
Southworth - Please see my earlier comments about the passive aggressiveness of loading crews.

Attribute Key Code - 16

Ferries Bathrooms are Clean/Maintained



Among those who used the vessel passenger deck area, riders on the Seattle/Bremerton route are also the most dissatisfied with the cleanliness and maintenance of on-boat bathrooms.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		3150	829	321	71	352	242	157	22	90	553	468	45
The bathrooms on the ferries are clean and well maintained (2014)	Imp. (4-5)	98%	98%	98%	97%	96%	98%	98%	100%	99%	97%	98%	95%
	Sat. (4-5)	72%	71%	58%	91%	75%	79%	74%	64%	88%	73%	64%	67%
	Dissat. (1-2)	8%	8%	19%	0%	7%	3%	6%	0%	2%	8%	12%	10%
2012	Dissat. (1-2)	11%	13%	23%	0%	8%	4%	--	--	5%	8%	11%	--

Top 5 Unsatisfactory Vessels		Example of Verbatim Complaints
Tacoma	15%	Tacoma - Bathrooms need refurbishing
Kitsap	9%	Tacoma - The floors in the stalls have a grime buildup.
Kittitas	9%	Kittitas - Bathrooms usually smell horrible.
Chelan	7%	Kittitas - Old and smelly. lack of privacy
Spokane	5%	Kitsap - Cleaning equipment in disarray.
		Kitsap - The floors are filthy
		Walla Walla - Clean the restroom and you do not need 10 air fresheners to hide the smell.
		Chelan - Smell, clogged toilets etc.
		Kennewick - Automatic toilets don't flush, soap didn't dispense

Attribute Key Code - 21

Vessels are Well Maintained/Safe



Seattle/Bremerton and Anacortes/Inter San Juan Island riders have the greatest dissatisfaction with vessel maintenance and safety.

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		3150	829	321	71	352	242	157	22	90	553	468	45
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered) (2014)	Imp. (4-5)	96%	97%	97%	94%	96%	97%	98%	91%	96%	95%	96%	86%
	Sat. (4-5)	73%	74%	60%	95%	78%	81%	79%	82%	88%	74%	52%	52%
	Dissat. (1-2)	8%	8%	16%	0%	6%	4%	3%	5%	3%	6%	23%	33%
2012	Dissat. (1-2)	10%	8%	27%	0%	6%	4%	--	--	0%	8%	22%	--

Top 5 Unsatisfactory Vessels	
Tacoma	14%
Kitsap	6%
Spokane	6%
Chelan	5%
Kittitas	5%

Example of Verbatim Complaints
Tacoma - I believe they are safe... but could be much better maintained.
Kitsap - The fleet is becoming a rust bucket, poor maintenance of the boats exterior, third world quality. the state is a very poor manager, the system is sorely underfunded.
Spokane - Dirty and poorly maintained stairwells
Chelan - Showing rust and age.
Kittitas - Boats need remodel
Cathlamet - Both boats are showing there age.
Walla Walla - Lower car deck bathrooms dirty
Wenatchee - Peeling paint. rust spots
Kaleetan - Rust. but it's Washington.

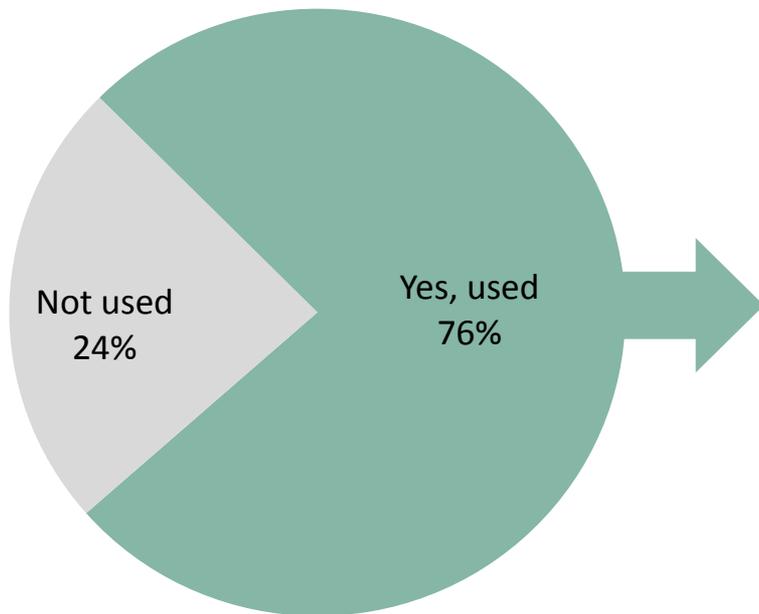
Attribute Key Code - 22

Using WSF Website

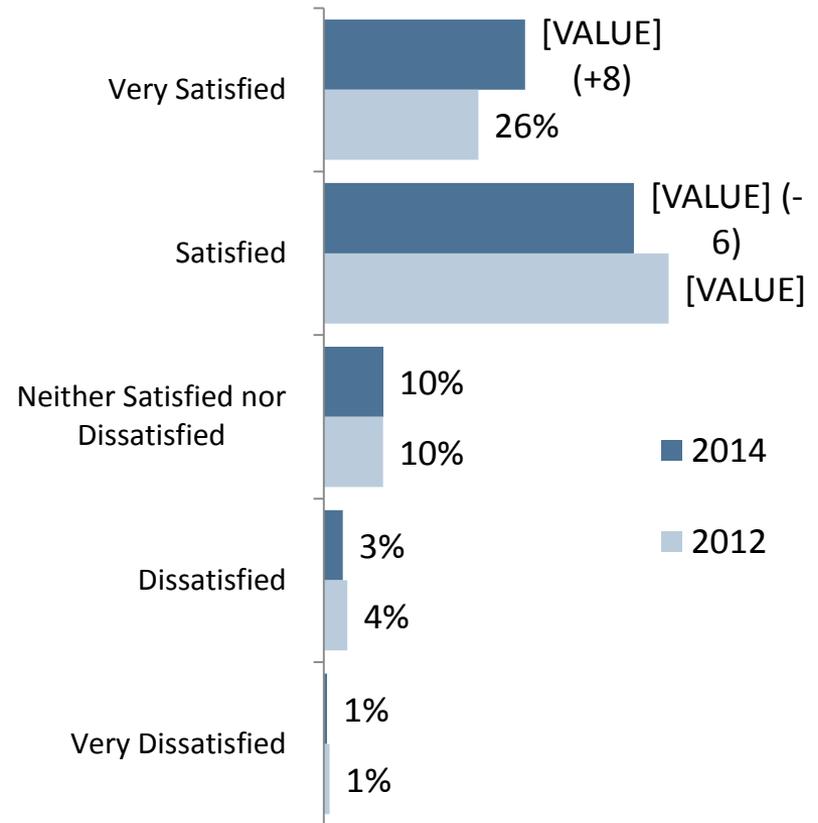


More than three quarters of respondents have used the WSF website for some reason and almost all say they are satisfied with their experience. Intensity of satisfaction has increased from 2012.

Used WSF Website



Experience Using Website



133. During the Winter Schedule period (January 12th – April 5th 2014), have you for any reason used the WSF website? (n=3394)

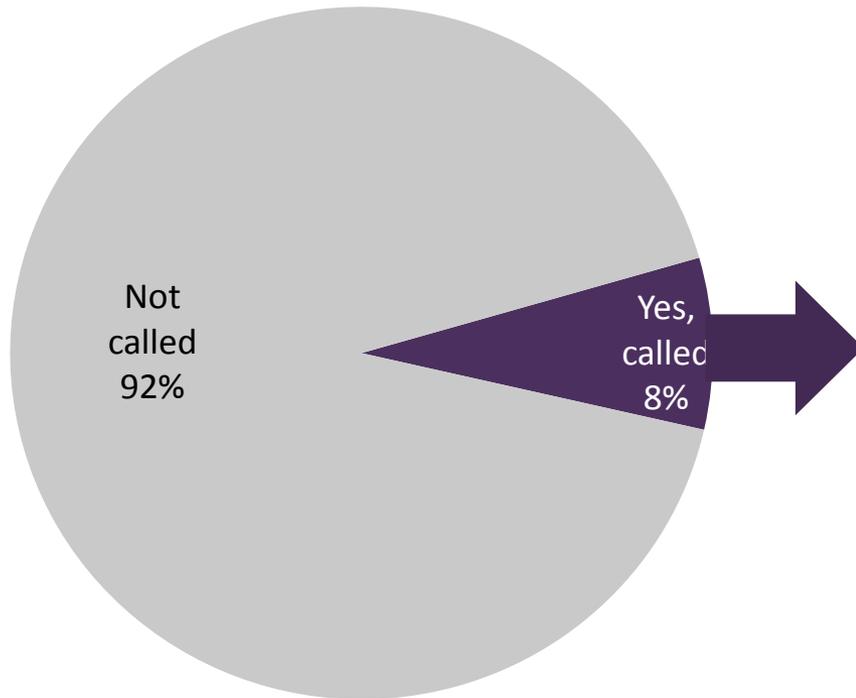
134. How satisfied were you with your experience using the WSF website? (n=2636)

Calling WSF Customer Service by Phone

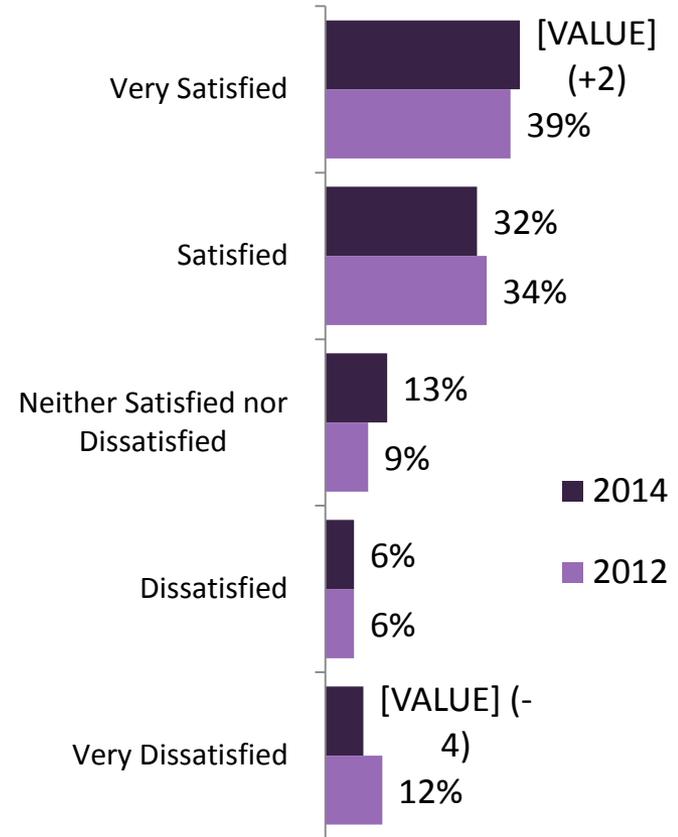


Very few respondents have contacted WSF customer service by phone. Of those respondents saying they have called, the majority are satisfied with their experience.

Called WSF Customer Service



Experience Calling WSF



136. During the Winter Schedule period (January 12th – April 5th 2014), have you for any reason called WSF Customer Service by phone?

137. How satisfied were you with your experience calling the WSF by phone? (n=268)



Questions & Answers



THANK YOU!

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