



**Washington State Transportation Commission**  
WSF Winter Policy Study – FROG Survey  
June 2014  
Report

# 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 Policy Study.

EMC Project/Document #: 14-5035

# Contents



Methodology	4
Executive Summary	5
Detailed Study Findings:	
• Expected 2 Year Change in Ferry Ridership	8
• Tacoma Narrows Bridge	10
• Ferry Boarding Decisions - Walking-on/Driving-on etc.	12
• Public Transit Service Reductions: Impact on Ferry Walk/Bike On	16
• Connectivity with Public Transit	18
• WIFI Usage on Ferries and Terminals	19
• Fare Structure by Car Size	21
• Passenger Only Ferry	26
• \$0.25 Fare Increase For New Amenities	27
• Select Winter Performance Survey Results	30
Appendix A - Weighting Scheme	48
Appendix B - Questionnaire	49



- ▶ Online Survey of Washington State Ferry Riders Opinion Group (FROG)
- ▶ Conducted June, 2014
- ▶ 3,912 Total Interviews
- ▶ Data was weighted by route and boarding method based on the last trip taken

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

# Executive Summary



- ▶ Most (75%) ferry riders anticipate riding the same amount over the next two years. 15% say they will ride the ferry more and only 10% say they will ride less. The top reason given for riding less is a move or job change to a location that does not require ferry travel.
- ▶ Over a quarter (26%) of ferry riders say they have taken the ferry going eastbound in conjunction with going westbound on the Tacoma Narrows bridge. Of those who have made a ferry eastbound / bridge westbound combined trip, almost two thirds (61%) say they make the trip less than once a month.
- ▶ Half (49%) of ferry riders who have boarded the ferry as a vehicle driver or passenger say they would definitely (29%) or probably (20%) walk on the ferry more if transit service was reliable, coordinated, and easy to use on both sides of the ferry trip.
- ▶ Two thirds (68%) of walk/bike on ferry riders say public transportation service reductions will not have an impact on their decision to continue to walk/bike on the ferry. However, a third (31%) say service reductions will have some impact their decision to walk on/bike on the ferry.
- ▶ The majority (70%) of ferry riders prefer current car size categories rather than paying by the foot. A third (32%) say the under 14 feet car length discount has some or a lot of influence on their decision to purchase a car under 14 feet.
- ▶ Almost half (48%) of ferry riders say fares should be left as is or are not sure, a third (32%) say fares should be decreased. Only one in five (19%) ferry riders say fares should be increased to cover daily operating costs.

# Executive Summary



- ▶ The majority (52%) of ferry riders say fare increases should be the same for both walk on and vehicle/drivers, however a plurality (45%) agree that vehicle/driver fare increases should be higher than passenger walk on.
- ▶ The majority (68%) of walk/bike on ferry riders say public transportation service reductions will not have an impact on their decision to continue to walk/bike on the ferry. Almost a third (31%) say service reductions will have some impact on their decision to walk on/bike on the ferry.
- ▶ Most riders (86%) say increased land side travel alternatives will have little or no impact on their decision to walk on to the ferry instead of driving. Only one in ten (14%) ferry riders say increased land side travel alternatives will largely (3%) or somewhat (11%) impact their decision.
- ▶ Only a quarter (26%) of ferry riders say they have used WSF Wi-Fi service. And almost two thirds (63%) of those who have used the Wi-Fi service give a negative rating of fair, poor or very poor.
- ▶ Initially, a majority (55%) of ferry riders are interested in a passenger only ferry, but interest significantly decreases when asked about doubling the current vehicle ferry walk-on fare to cover the cost.
- ▶ There is minimal interest in dedicating a \$0.25 fare increase to new amenities. For a \$0.25 fare increase just over a third (36%) say they are interested in enhancing transit services and 35% are interested in providing free Wi-Fi at terminals and on ferry boats. Only a quarter (26% ) of ferry riders are interested in expanding park and ride lots at home side terminals and (23%) say they are interested in instituting Good2Go as fare payment method from a \$0.25 fare increase.



# Detailed Study Findings

# Changes Over Last Year in Ferry Ridership

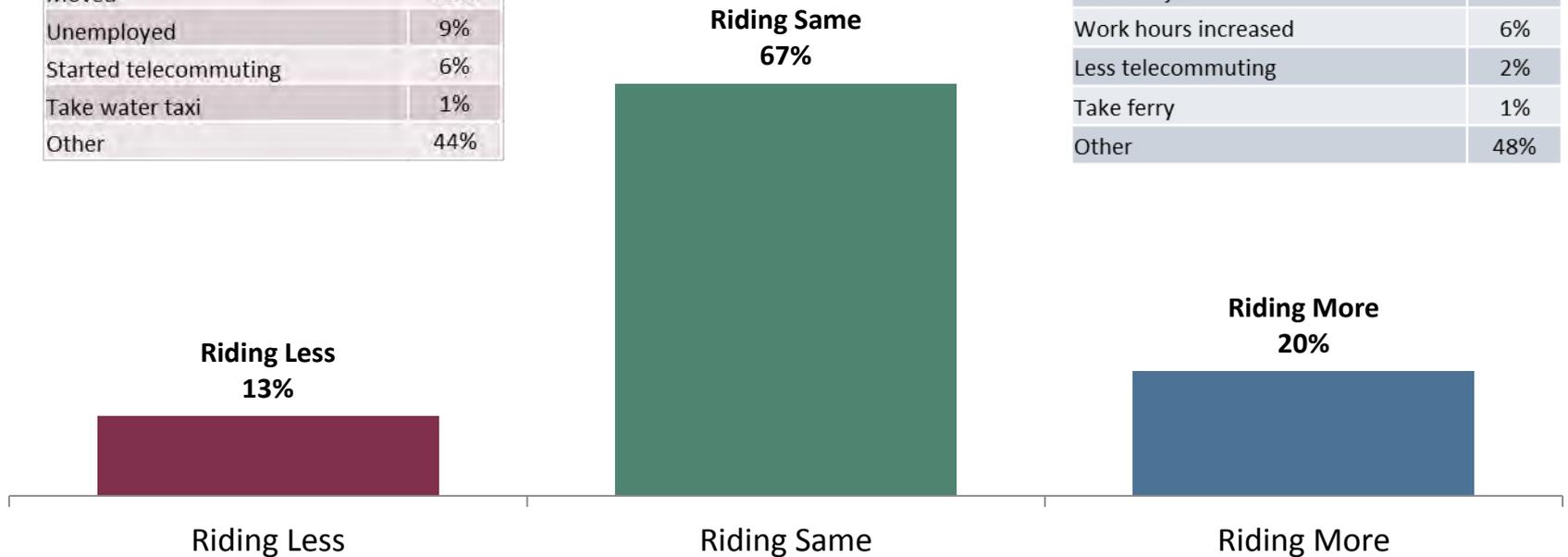


From the winter performance survey, 67% of ferry riders say compared to a year ago they ride the same amount. 20% say they ride more and 13% say they ride less. The top reason given for riding more and less is a job change or move.

## Winter Performance Survey (n=3420)

Top Reasons for Less Ridership	
Retired/changed jobs	30%
Moved	11%
Unemployed	9%
Started telecommuting	6%
Take water taxi	1%
Other	44%

Top Reasons for More Ridership	
Moved	24%
Changed jobs	13%
Got new job	6%
Work hours increased	6%
Less telecommuting	2%
Take ferry	1%
Other	48%



Compared to one year ago (Winter January – April 2013) would you say you personally...

6A. A. Why do you ride the ferries less now?

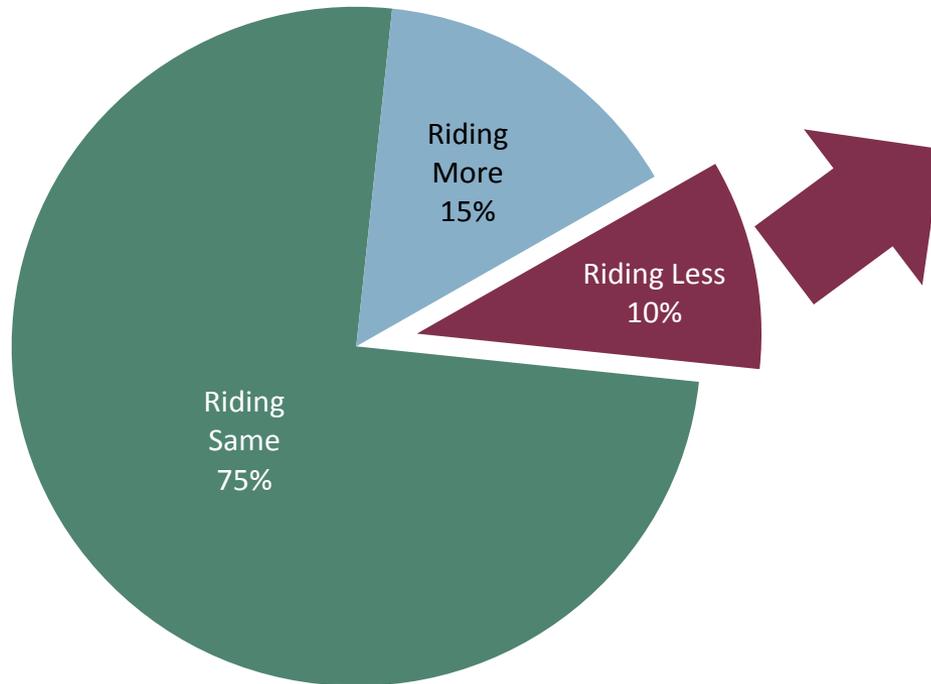
\* - Data from 2014 Winter Performance Study

# Expected 2 Year Change in Ferry Ridership



Three in four (75%) ferry riders anticipate riding the same amount over the next two years. 15% say they will ride the ferry more and 10% say they will ride less. The top reason given for riding less is a move or job change.

**Expected Change in Next 2 Years**  
(n=3912)



Top Reasons for Less Ridership in the Future	
Plan to move/change jobs to a location that doesn't require as much ferry travel	42%
Plan to retire	21%
Plan to telecommute/will telecommute more	6%
Plan to be employed part-time only	5%
Other	32%

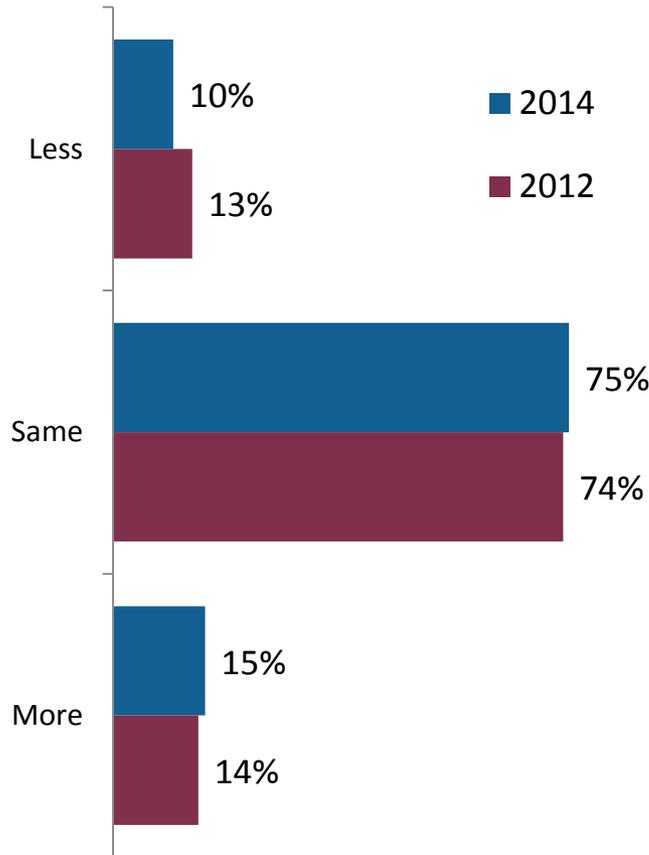
2. Looking forward two years, how would you guess your ferry ridership will change, if it all?
3. What is the main reason you anticipate you will ride the ferries less in the next 2 years?

# Expected 2 Year Change in Ferry Ridership



Responses are similar to 2012

## Expected Ferry Ridership Change in Next 2 Years



Top Reasons for Less Ridership in the Future	2014	2012
Plan to move/change jobs to a location that doesn't require as much ferry travel	42%	31%
Plan to retire	21%	13%
Plan to telecommute/will telecommute more	6%	12%
Plan to be employed part-time only	5%	5%
Other	32%	19%

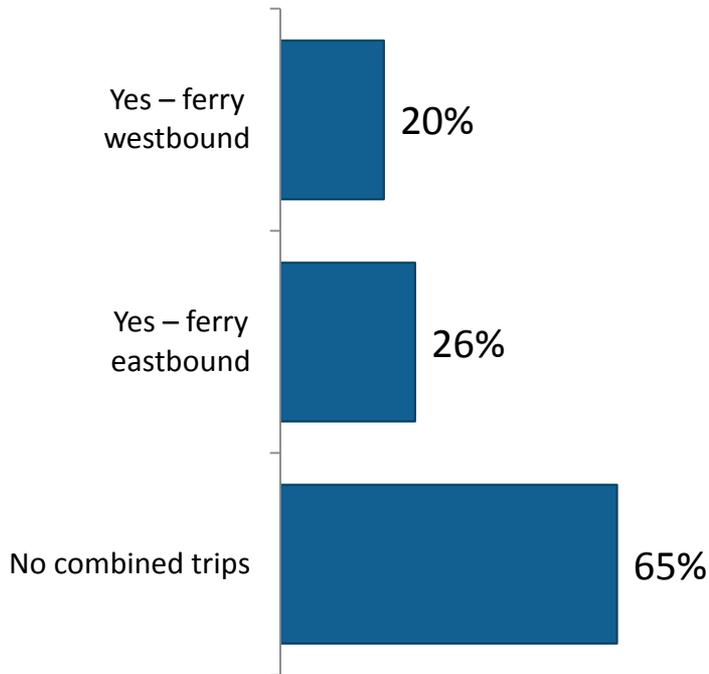
2. Looking forward two years, how would you guess your ferry ridership will change, if it all?
3. What is the main reason you anticipate you will ride the ferries less in the next 2 years?

# Tacoma Narrows Bridge

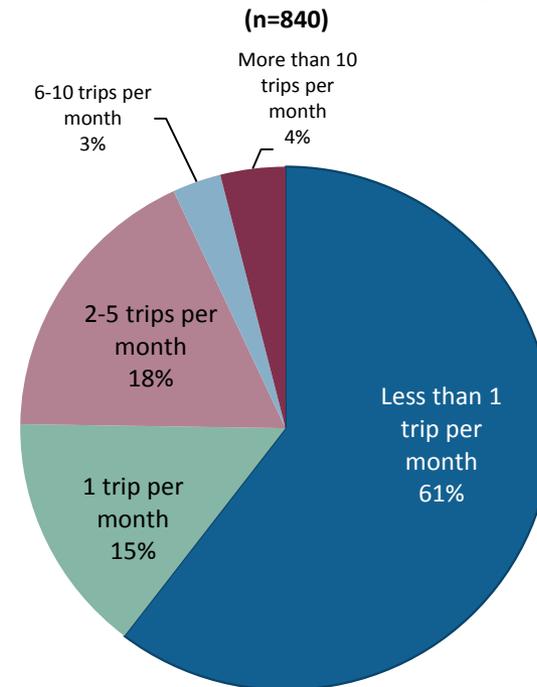


Over a quarter (26%) of ferry riders say they have taken the ferry going eastbound in conjunction with going westbound on the Tacoma Narrows bridge to make a round trip between west and east sound. Of those who have made a ferry eastbound / bridge westbound combined trip, almost two thirds (61%) say they make the trip less than once a month.

**WSF + Tacoma Narrows Trip**  
(n=3761 Multi Response)



**Tacoma Narrows Commute Frequency**



5. The following questions are about the use of ferries in conjunction with the Tacoma Narrows Bridge during the last 12 months (June 2013 through May 2014). 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? (MULTI-RESPONSE)

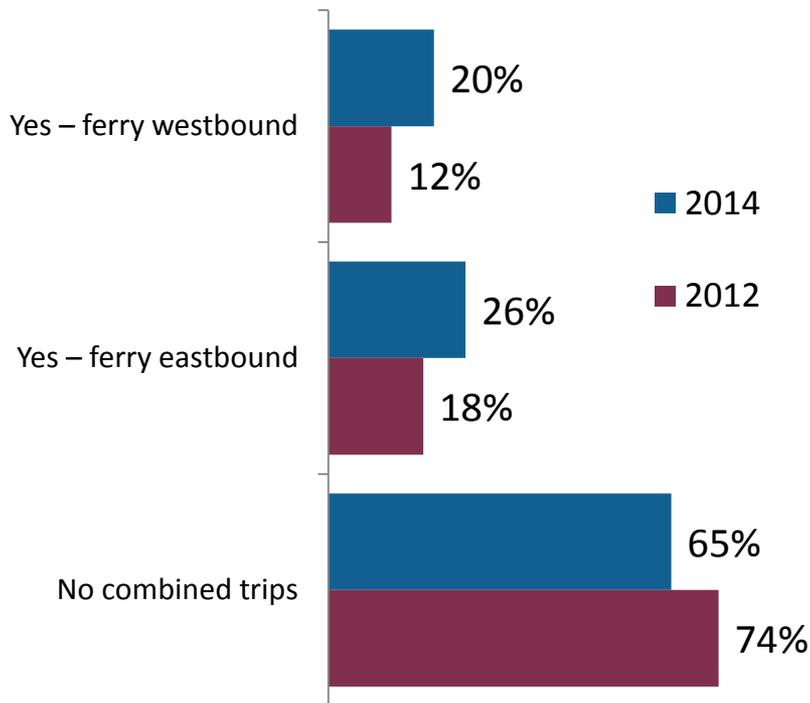
6. During a typical month, how often do you make a ferry trip (going east bound) in conjunction with the Tacoma Narrows Bridge (going west bound)?

# Tacoma Narrows Bridge: 2014 vs. 2012



*There is a 8 percentage point increase from 2012 to 2014 in ferry riders saying they have taken a ferry eastbound in conjunction with taking the Tacoma Narrows bridge westbound to make a round trip between west and east sound.*

**WSF + Tacoma Narrows Trip**  
(n=3761 Multi-response)



Commute Frequency	2014	2012
Less than 1 trip per month	61%	50%
1 trip per month	15%	24%
2-5 trips per month	18%	23%
6-10 trips per month	3%	1%
More than ten trips per month	4%	2%

5. The following questions are about the use of ferries in conjunction with the Tacoma Narrows Bridge during the last 12 months (June 2013 through May 2014). 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? (MULTI-RESPONSE)

6. 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)?

# Decision to Drive-On



*The top factors affecting riders' decision to drive-on instead of walking-on are all related to flexibility as in 2012.*

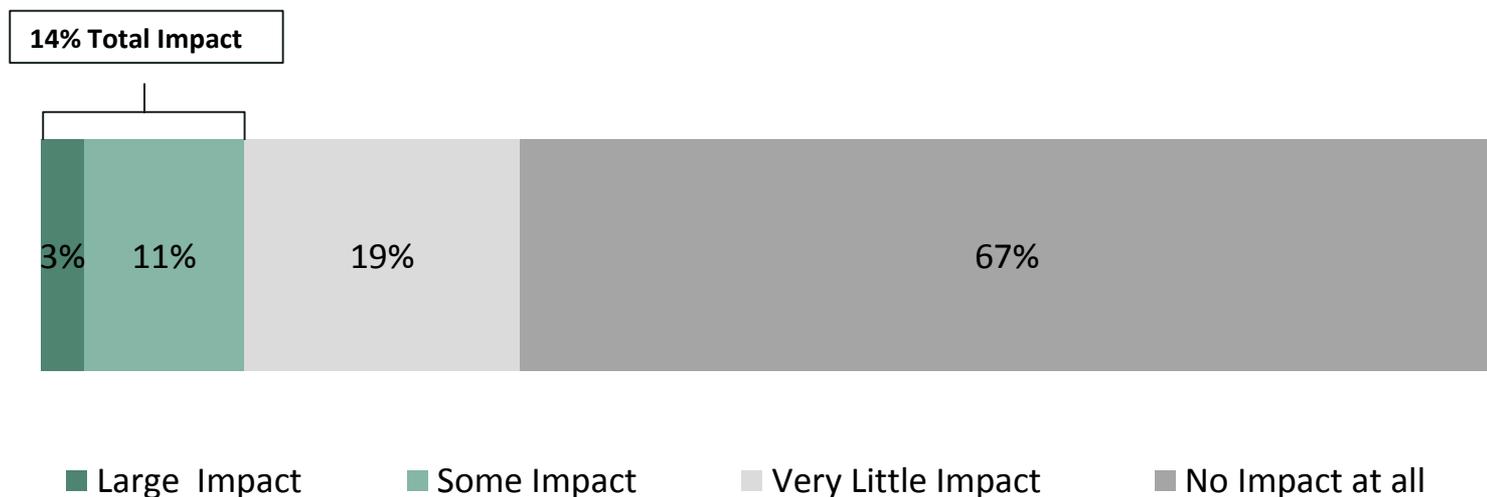
Factors Affecting Decision to Drive-On	2014	2012
Overall convenience of having a car/ability to run errands visiting/options if ferry is missed	46%	35%
Traveling with people pets equipment etc	36%	22%
Ability to travel on personal timetable	34%	28%
Lack of public transportation to desired destinations	29%	32%
Overall length of commute	14%	20%
Work requires driving to different locations	14%	31%
Access to public transportation on the destination side	13%	17%
Lack of public transportation outside of peak travel times	12%	22%
Overall cost of travel combined cost of ferry public transportation and parking	7%	-
Parking availability and cost on the destination side	7%	-
Ferry wait time/overload	7%	-
Proximity of the ferry terminal to your work	7%	17%
Flexibility in case of emergency	7%	-
Ferry cost	7%	8%
Access to public transportation on the origin side	6%	-
Weather	4%	-
Something else please specify	13%	-

7. What are the top 3 factors that most affect your decision to drive-on instead of walking on the ferry? (Up to 3)

# Impact of Land-side Travel Alternatives



*Most riders (86%) say increased land side travel alternatives will have little or no impact on their decision to walk on to the ferry instead of driving. Only one in ten (14%) ferry riders say increased land side travel alternatives will largely (3%) or somewhat (11%) impact their decision.*

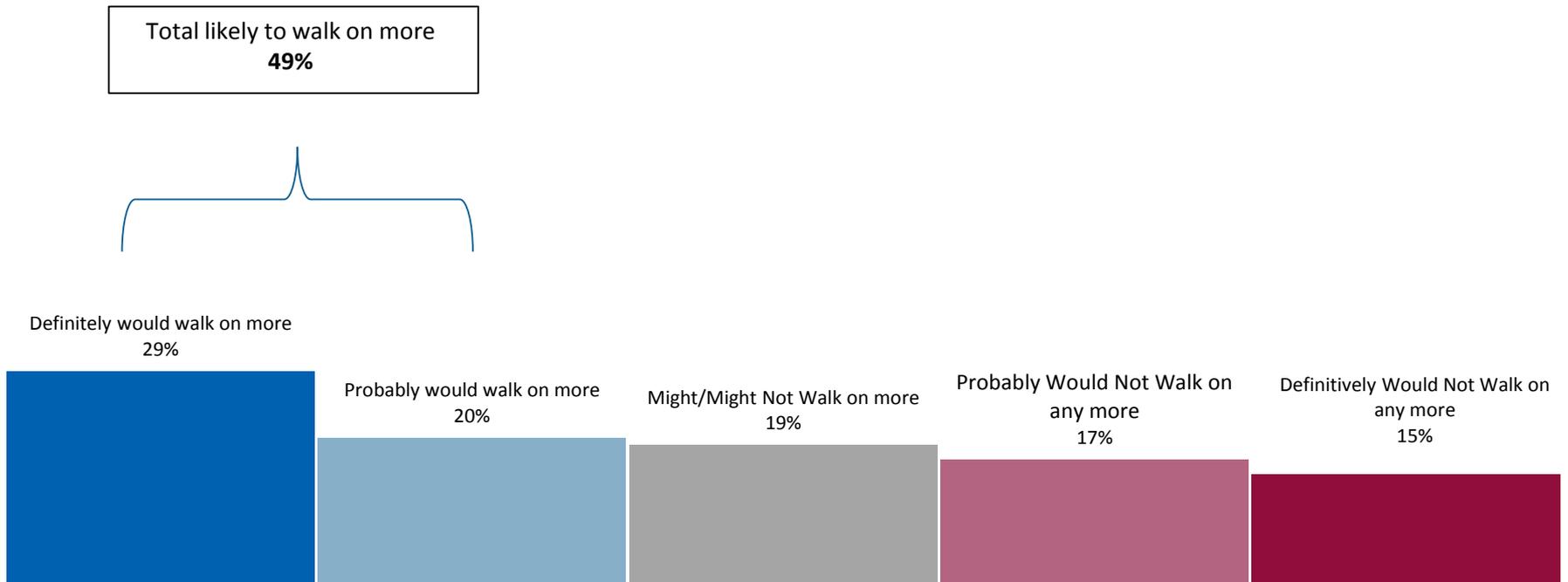


8. With increased land-side travel alternatives available in the Seattle area, such as Uber, SmartCar, Flex Car, etc., do these services have an impact on your decision to walk-on the ferry instead of driving on the ferry?

# Transit Service Reliability



*Almost half (49%) of those who have boarded the ferry as a vehicle driver or passenger say they would definitely (29%) or probably (20%) walk on the ferry more if transit service was reliable, coordinated, and easy to use on both sides of the ferry trip.*

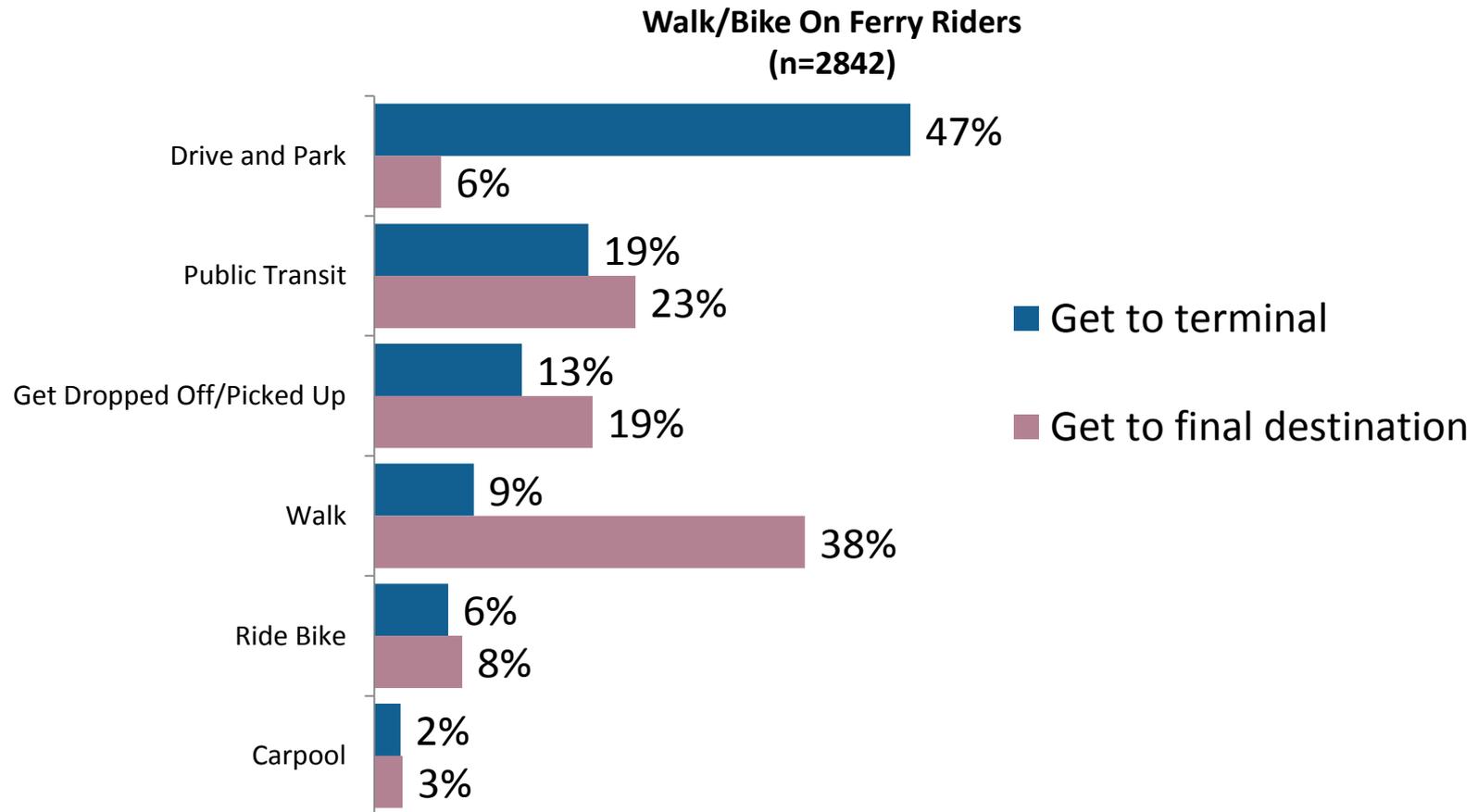


*IF DRIVER OR PASSENGER ASK 9. How likely would you be to walk on more if transit service was reliable, coordinated, and easy to use on both sides of your ferry trip?*

# To and From Terminal – Walk/Bike On



*The plurality (47%) of walk/bike on ferry riders drive and park at the terminal to catch a ferry, as do 20% of public transit users.*



17. Thinking only about the trips where you walk-on / bike-on the ferry, how do you typically get to the terminal to catch a ferry?

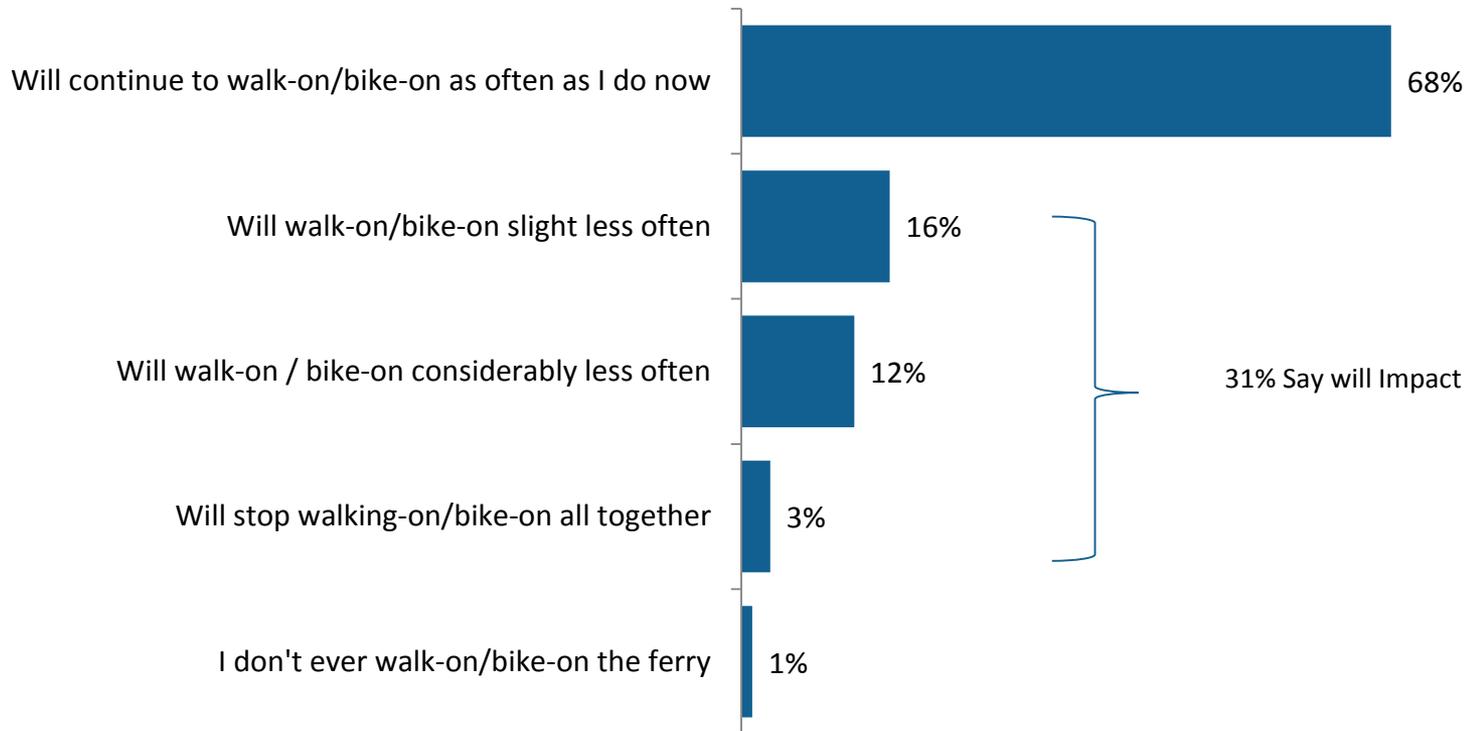
18. Thinking only about the trips where you walk-on / bike-on the ferry, how do you typically reach your final destination when you disembark the ferry?

# Transit Service Reductions



*The majority (68%) of walk/bike on ferry riders say public transportation service reductions will not have an impact on their decision to continue to walk/bike on the ferry. Almost a third (31%) say service reductions will have some impact on their decision to walk on/bike on the ferry.*

**Walk/Bike on Ferry Riders  
(n=2842)**



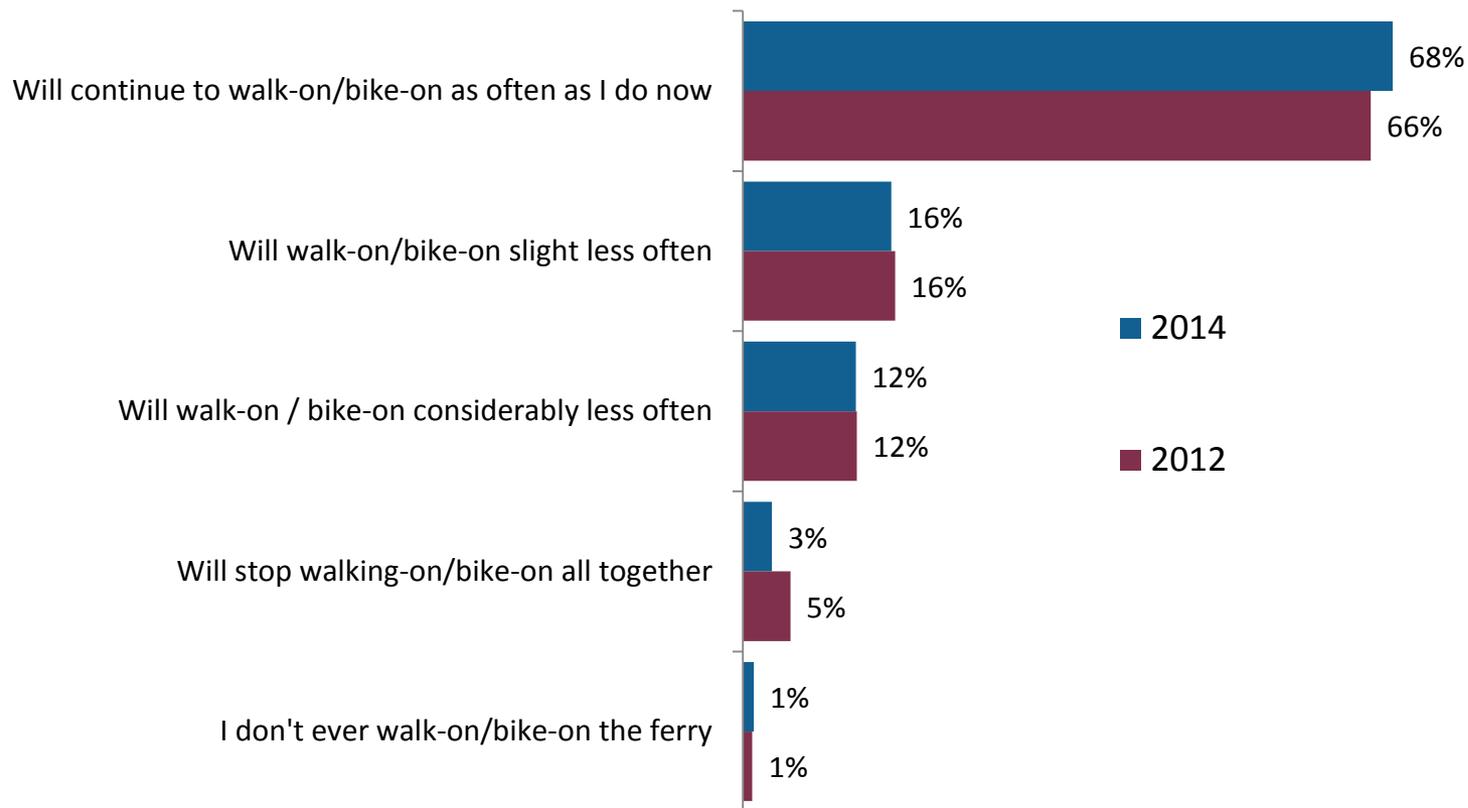
19. How will reductions in public transportation services/schedule impact your decision to continue to walk-on / bike-on the ferries, if at all?

# Public Transit Reductions: 2014 vs 2012



Responses are similar to 2012

## Walk/Bike on Ferry Riders (n=2842)

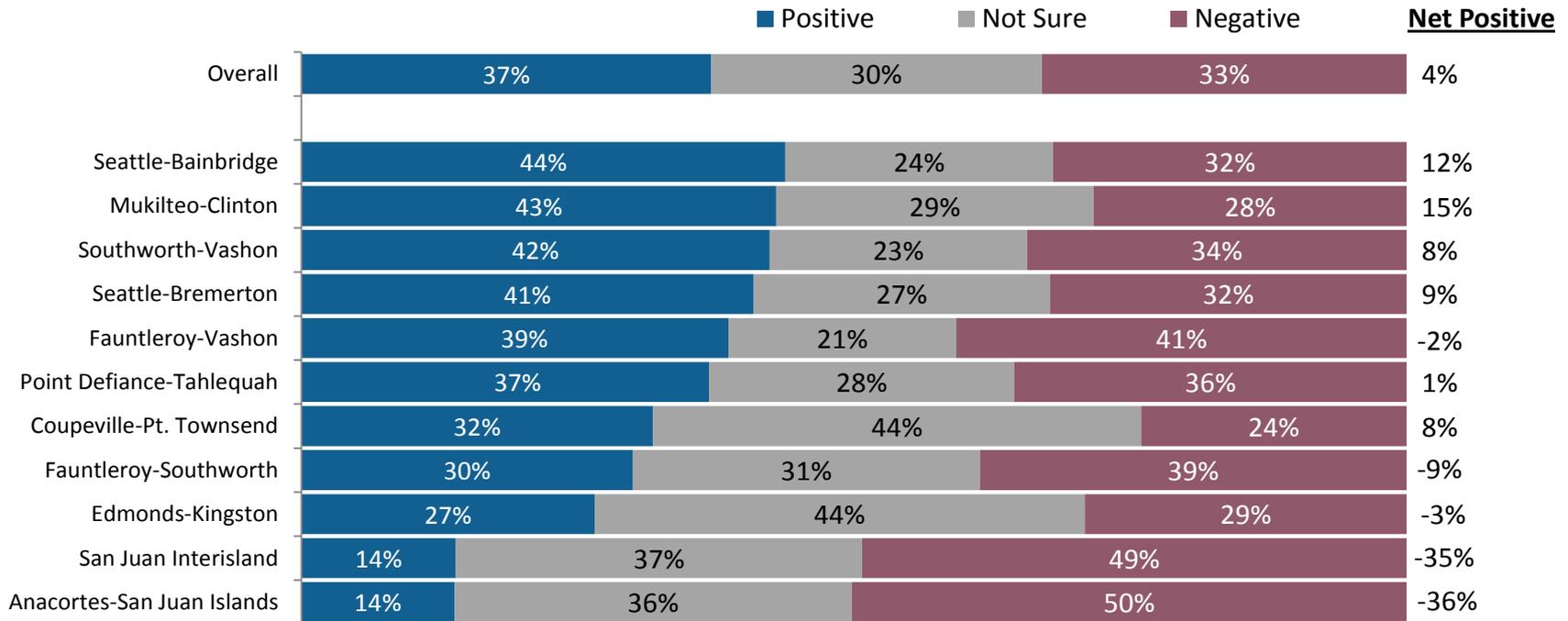


19. How will reductions in public transportation services/schedule impact your decision to continue to walk-on / bike-on the ferries, if at all?

# Connectivity with Public Transit: Rating



*Ferry/Public transit coordination is rated 4 percent more positive than negative overall, though no single route receives a majority positive rating. Mukilteo-Clinton receives the greatest net positive rating (+15) and Anacortes- SJI receives the weakest rating (-36).*



**Positive** = Excellent, Very Good, Good

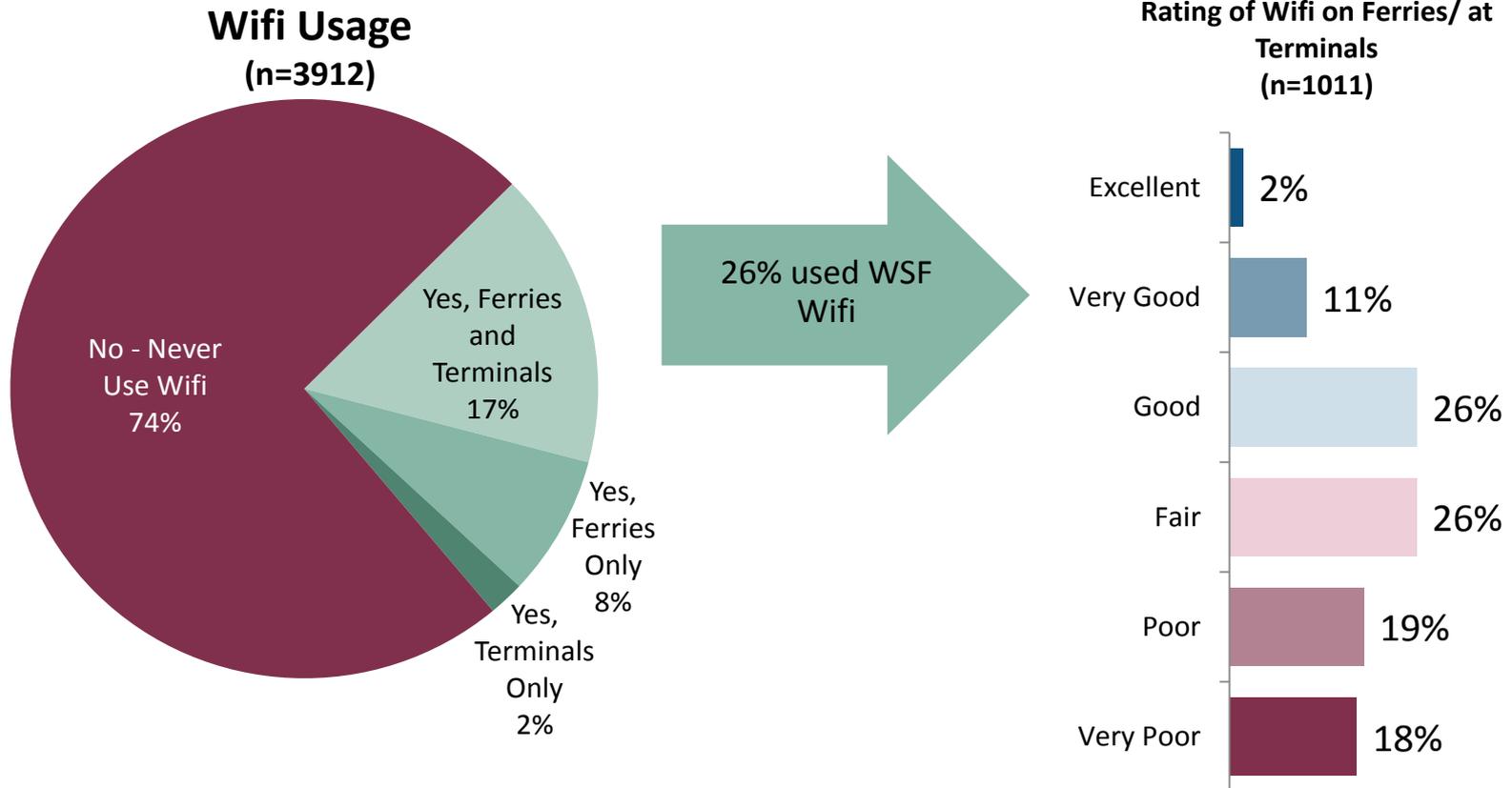
**Negative** = Very Poor, Poor, Fair

20. How would you rate the connectivity and coordination of the ferry schedule and the public transportation schedule?

# WiFi Usage on Ferries and Terminals



Only a quarter of ferry riders say they have used WSF Wi-Fi service and over half (63%) of all Wi-Fi users give the service a negative rating of fair, poor or very poor.

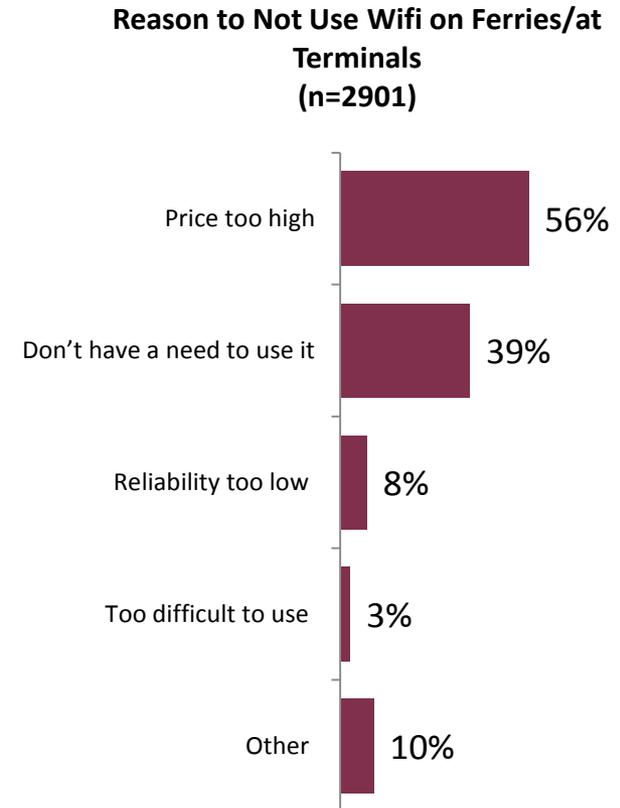
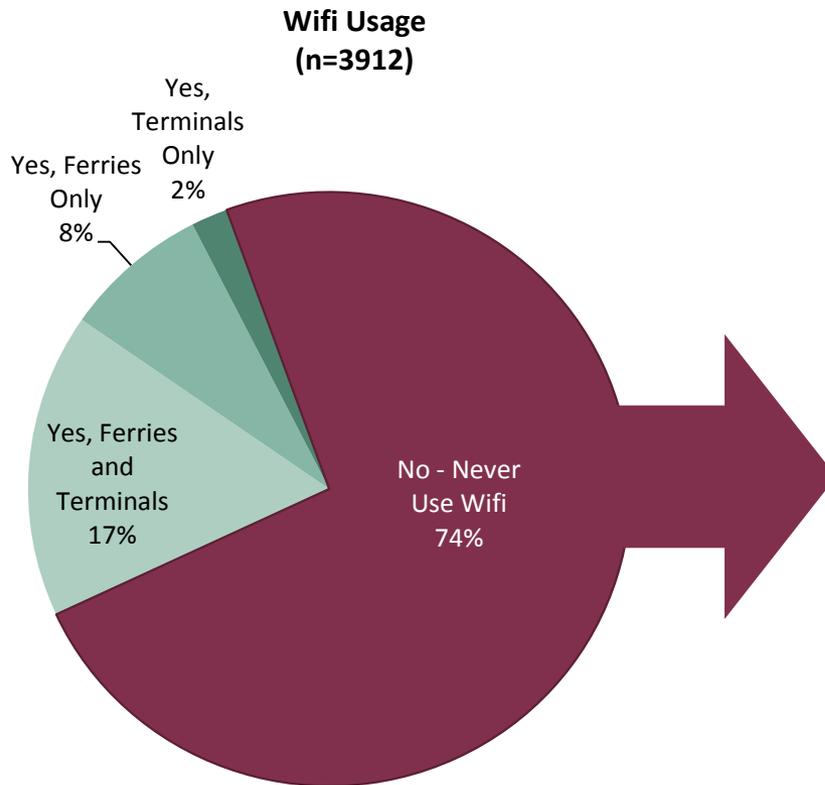


Have you ever used the WSF WiFi service at the terminals or on the ferries?  
How would you rate the current WiFi service quality only (not the price) on the ferries?

# WiFi Usage on Ferries and at Terminals



Three quarters (74%) of ferry riders have never used Wi-Fi and they list high prices and no need as the top reasons for not using the service.



Have you ever used the WSF WiFi service at the terminals or on the ferries?

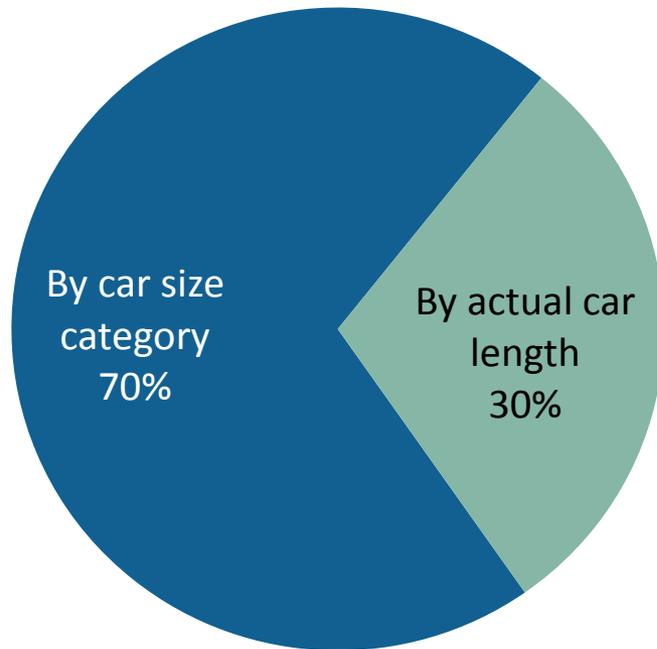
23. What are the reason(s) you don't use the WiFi on the ferries or at the terminals? (Multi-Response)

# Fare Structure by Car Size

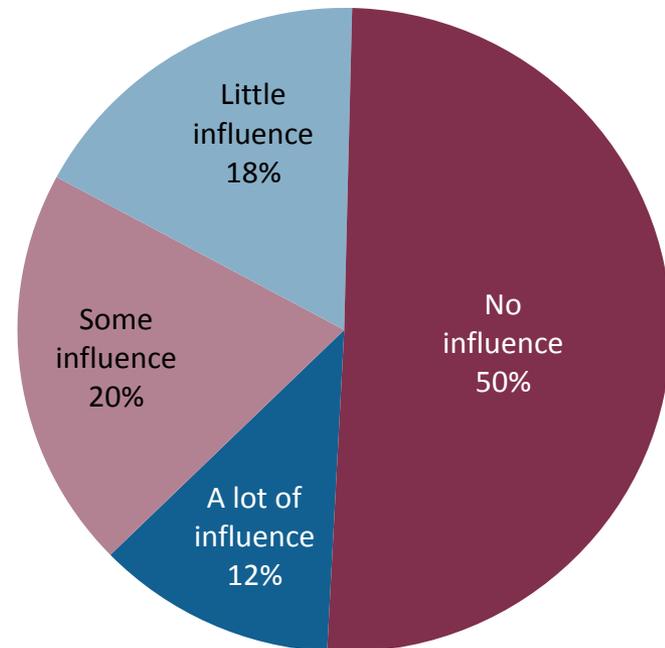


*The majority (70%) of ferry riders prefer current car size categories rather than paying by the foot. A third (32%) say the under 14 feet car length discount has some or a lot of influence on their decision to purchase a car under 14 feet.*

**Vehicle Fare Preference  
(n=3912)**



**Fare Impact on Vehicle Purchase Decision  
(n=3912)**



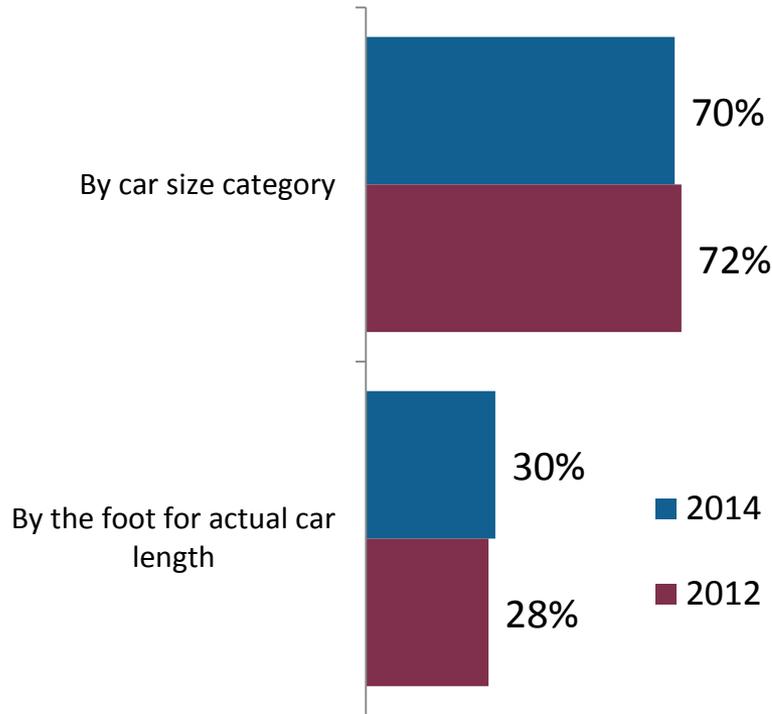
*Now we have some questions for you about possible changes to the WSF fare structure. Would you prefer paying the vehicle fare using the current car size categories (i.e. car under 14", car 14-22', etc.) or pay by the foot (i.e. actual car length based upon a per/foot charge)? Vehicles under 14 feet currently get a 30% discount off of the regular vehicle fare. How much of an influence, if at all, will this or has this discount had on your decision to purchase a small car under 14 feet?*

# Fare Structure by Car Size

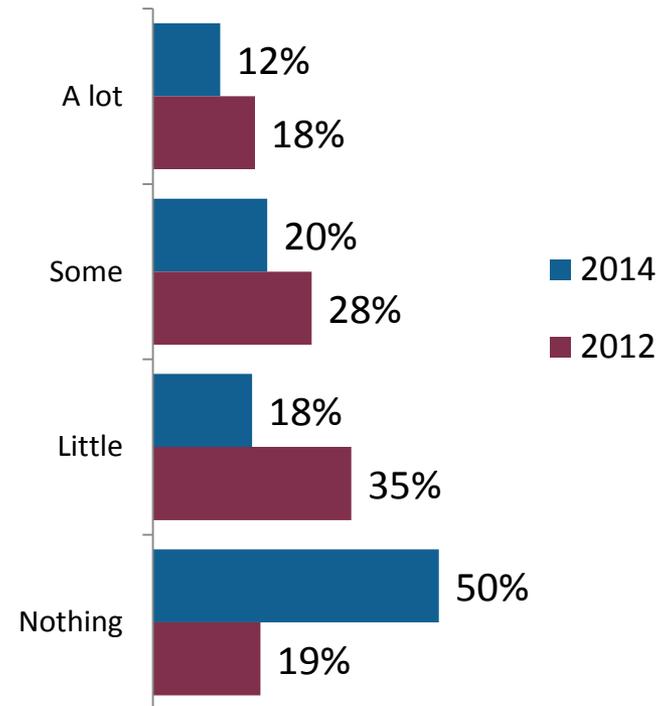


*Ferry riders' vehicle fare structure preference is similar to 2012. The discount's impact on vehicle purchase decisions has declined somewhat from 2012.*

**Vehicle Fare Preference**



**Fare Impact on Vehicle Purchase Decision**

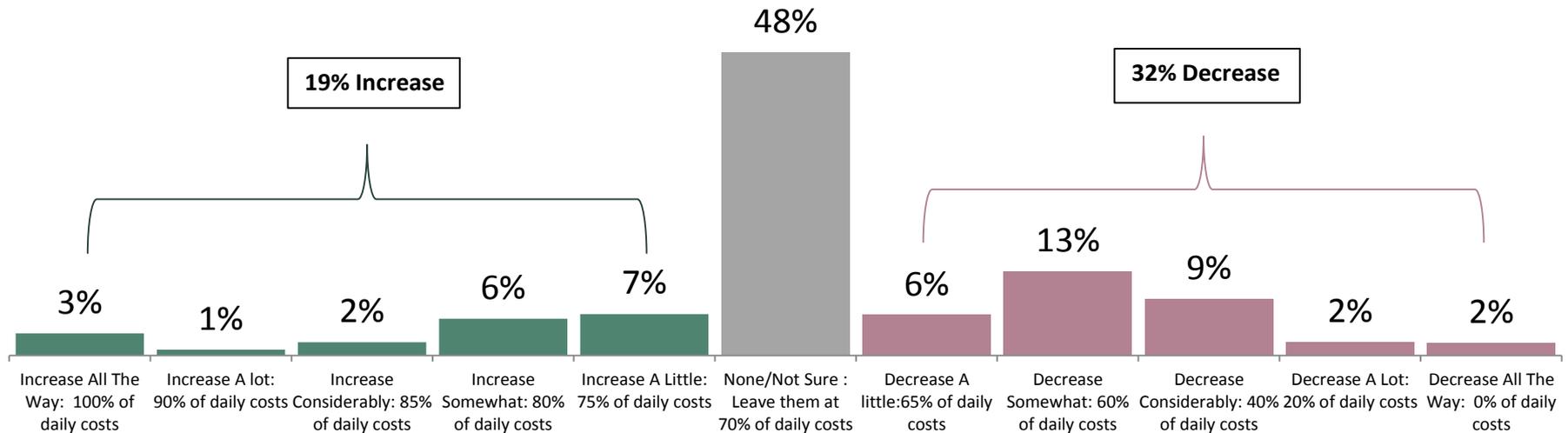


Now we have some questions for you about possible changes to the WSF fare structure. Would you prefer paying the vehicle fare using the current car size categories (i.e. car under 14', car 14-22', etc.) or pay by the foot (i.e. actual car length based upon a per/foot charge)? Vehicles under 14 feet currently get a 30% discount off of the regular vehicle fare. How much of an influence, if at all, will this or has this discount had on your decision to purchase a small car under 14 feet?

# Fare Increase for WSF Daily Costs



Almost half (48%) of ferry riders say fares should be left as is or are not sure, and a third (32%) say fares should be decreased. Only one in five (19%) ferry riders say fares should be increased to cover daily operating costs.

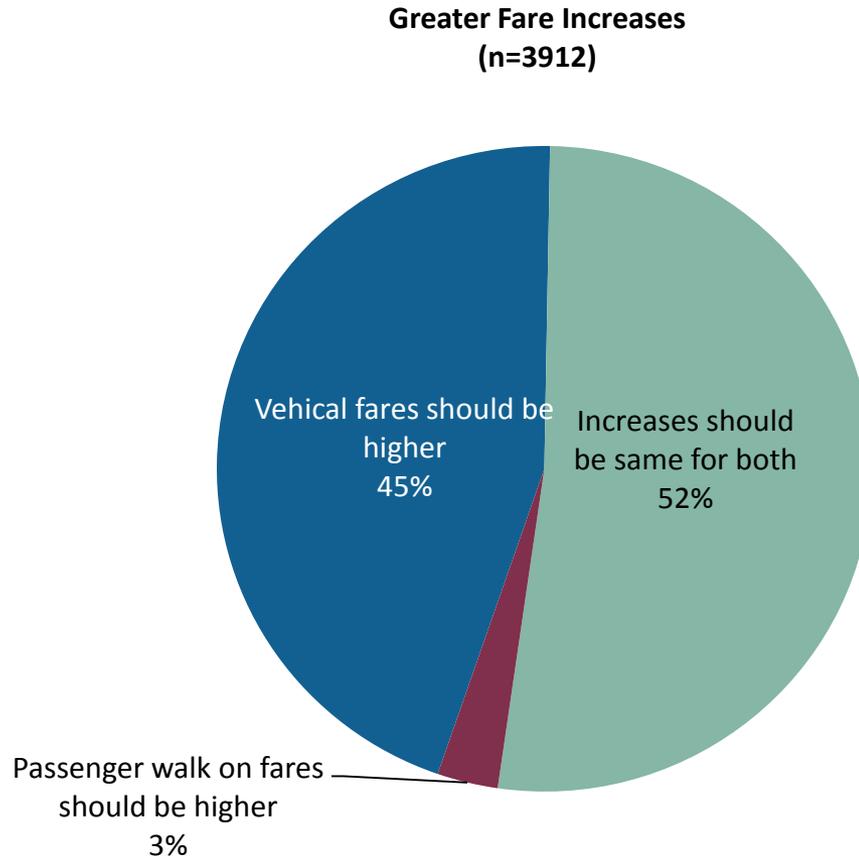


26. Currently fares cover an average of 70% of WSF's daily operational costs and statewide gas tax revenue subsidizes the remaining 30%. How much, if any, would you suggest fares be increased or decreased to cover more or less of the daily operating costs?

# Vehicle vs. Passenger Fare Increases



*The majority (52%) of ferry riders say fare increases should be the same for both walk on and vehicle/drivers, however a plurality (45%) agree that vehicle/driver fare increases should be higher than passenger walk on.*

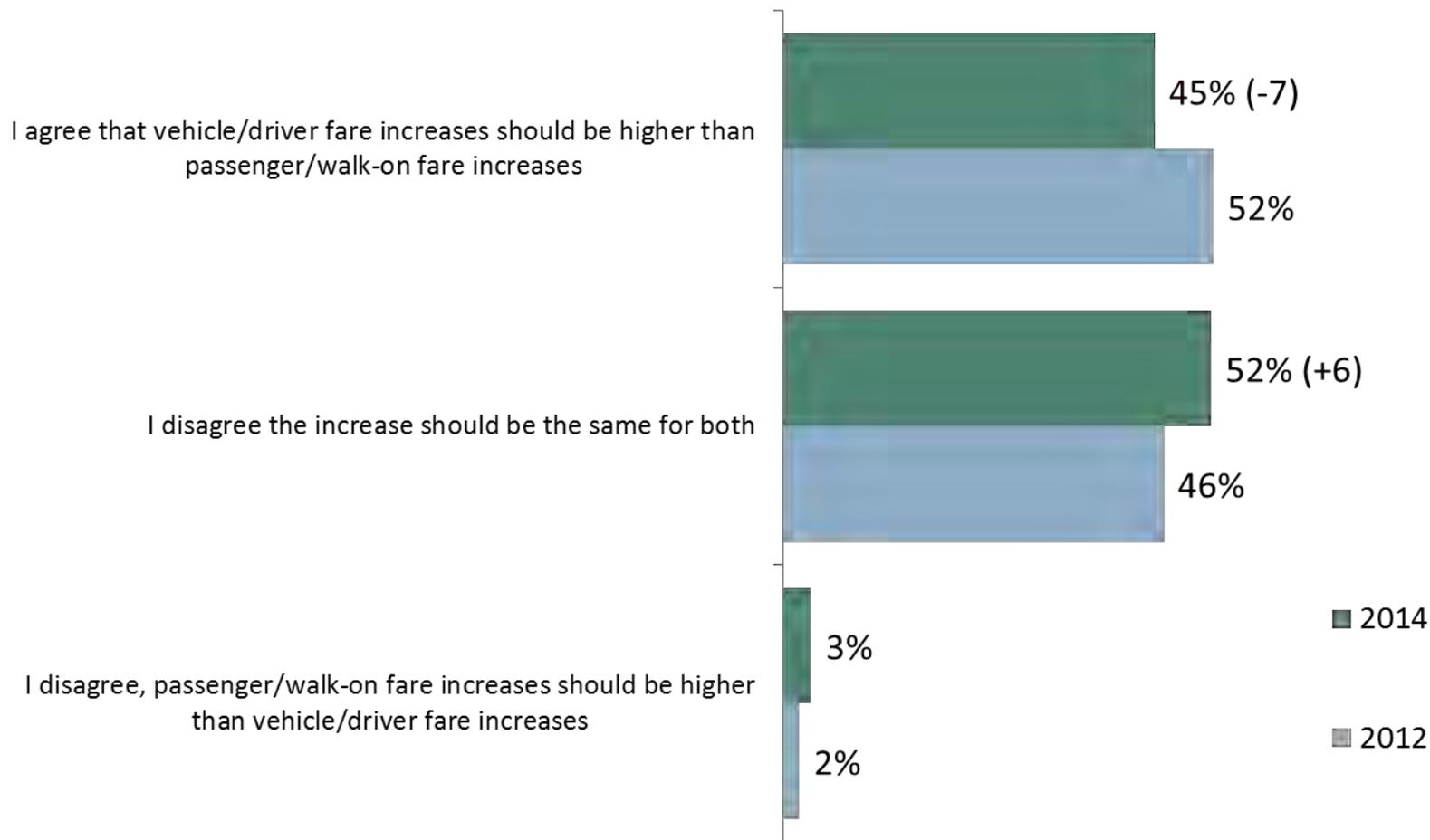


27. To encourage more walk-on usage of the ferries, how would you feel about possible fare increases being greater for vehicles than for passengers/walk-ons?

# Vehicle vs. Passenger Fare Increases



Since 2012 there has been an increase of 6 points from 46% to 52% in ferry riders saying fare increases should be the same for both walk on and vehicle/drivers



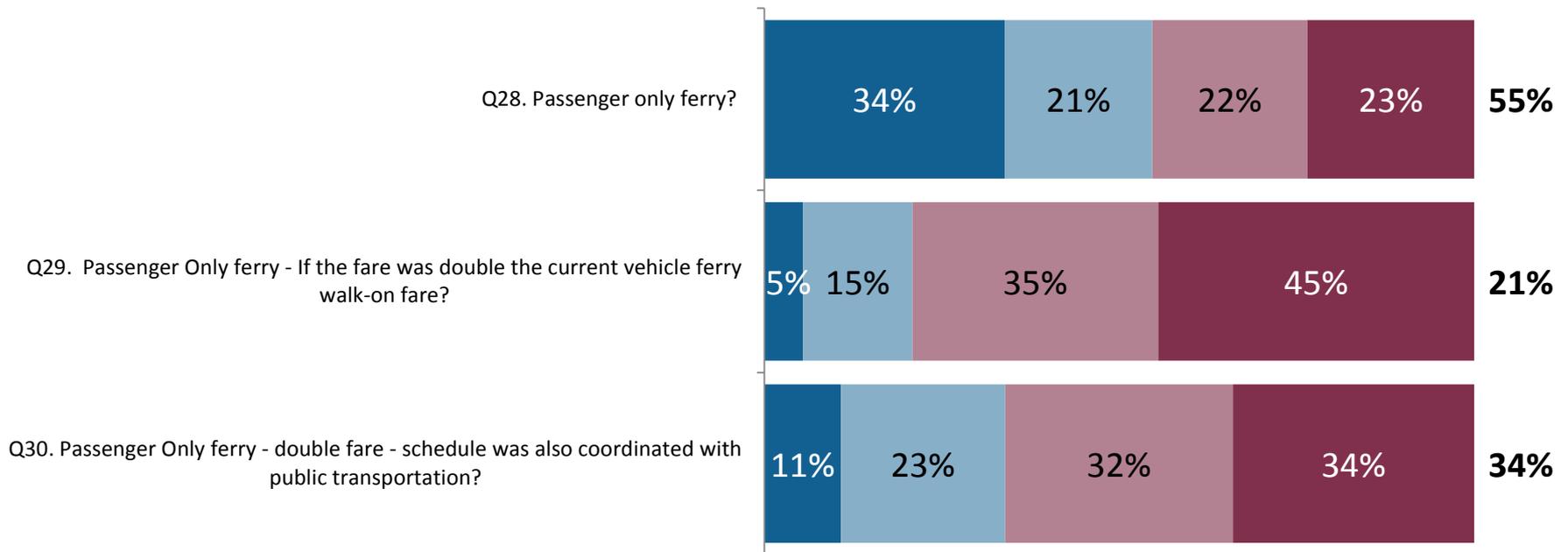
27. To encourage more walk-on usage of the ferries, how would you feel about possible fare increases being greater for vehicles than for passengers/walk-ons?

# Passenger Only Ferry



*Initially, a majority (55%) of ferry riders are interested in a passenger only ferry, but interest significantly decreases when asked about doubling the current vehicle ferry walk-on fare to cover the cost.*

■ 10 - Very Interested ■ Interested (6/9) ■ Not Interested (2/5) ■ 1 - Not at all interested **Total Interested**

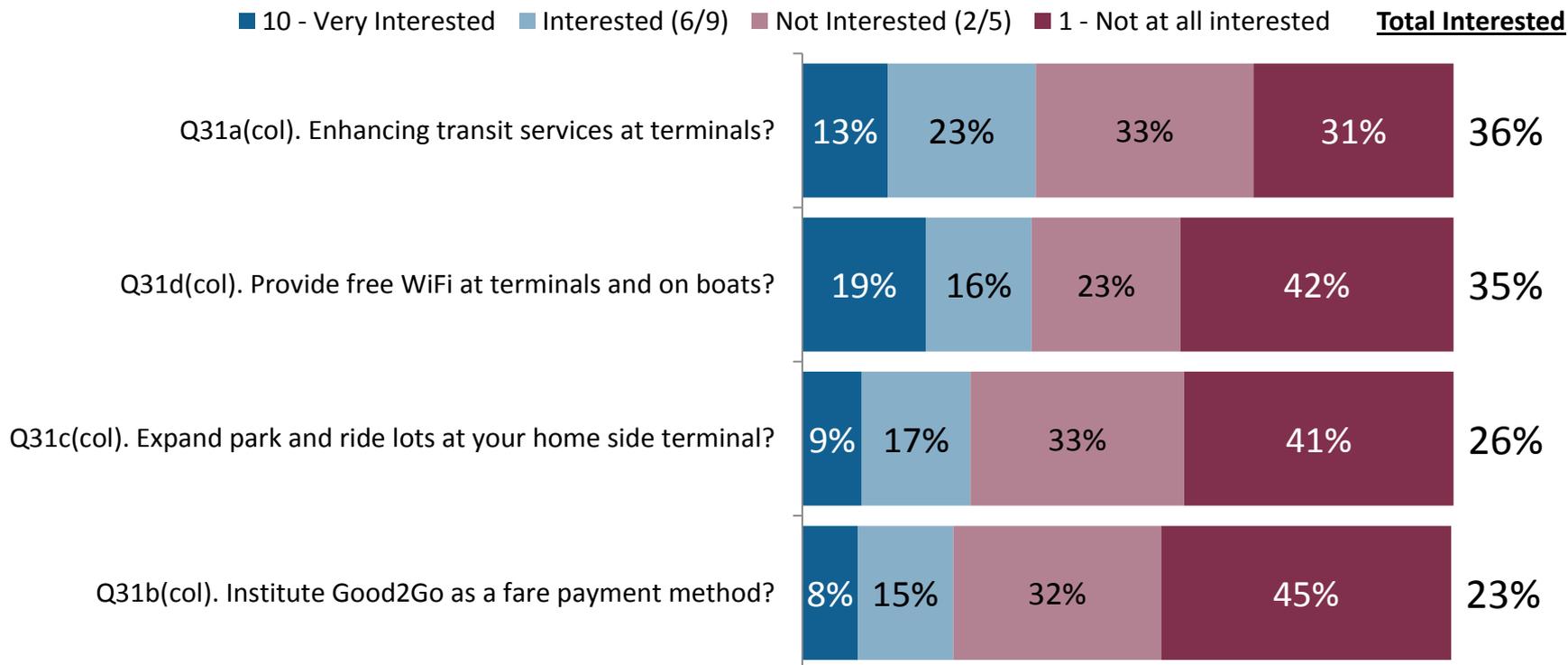


*On a scale of 1 to 10 where 1 is not interested at all and 10 is very interested, how interested would you be in a...  
 Passenger only ferry that ran from your current starting terminal to your destination terminal, if it was able to get you there twice as fast as a vehicle ferry?  
 How interested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

# \$0.25 Fare Increase For New Amenities



*There is minimal interest in adding any new amenities from funds generated by a \$0.25 fare increase. For a \$0.25 fare increase, just over a third (36%) say they would be interested in enhancing transit services and (35%) would be interested in providing free Wi-Fi at terminals and on ferry boats. Only a quarter (26%) of ferry riders are interested in expanding park and ride lots at home side terminals and (23%) say they are interested in instituting Good2Go as fare payment method from funds generated by a \$0.25 fare increase.*

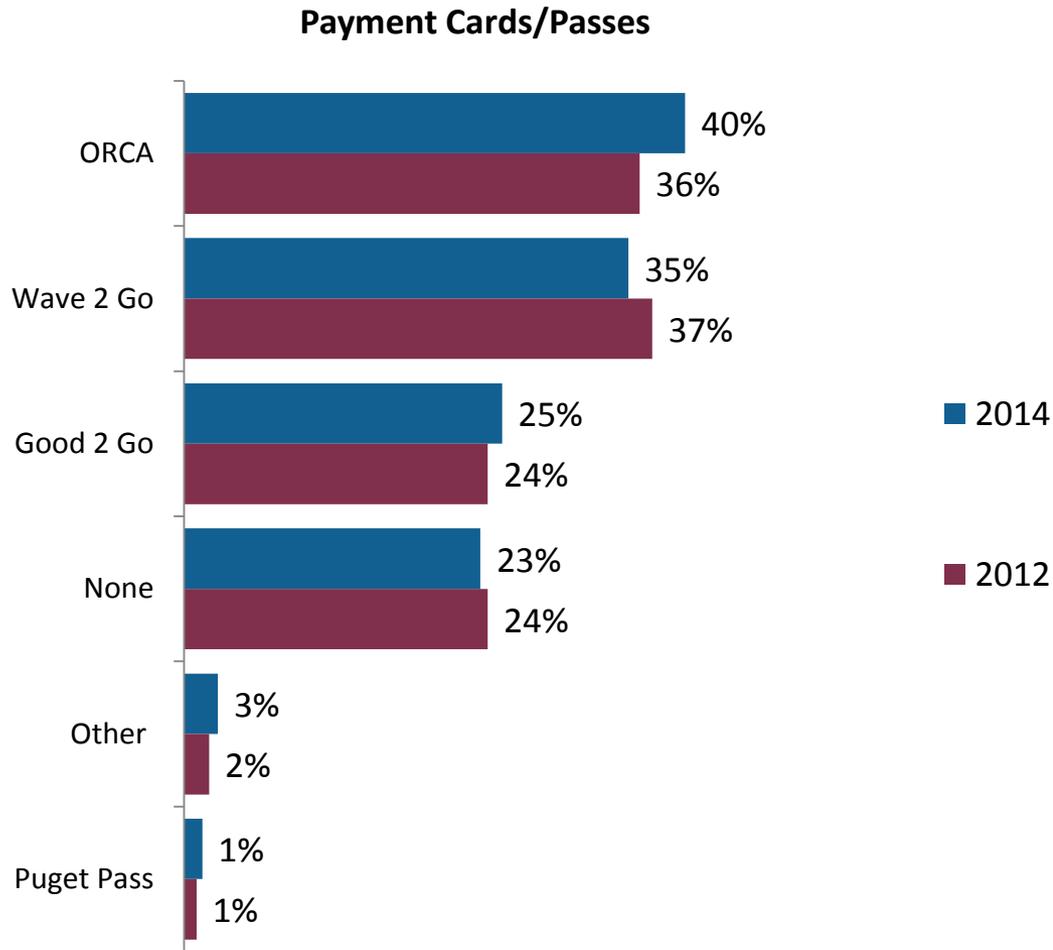


*On a scale of 1 to 10 where 1 is not interested at all and 10 is very interested, how interested would you be in paying an additional \$0.25 per fare if the revenue was dedicated to: ...*

# Use of Fare Media



Use of fare media is similar to 2012



32. Which of the following payment cards/passes do you currently have? (Multi-Response)



# Winter Performance Survey

# 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
<b>Seattle</b> - Bathrooms could be cleaner
<b>Seattle</b> - Not clean. clearly homeless people live there.
<b>Seattle</b> - Terminal is dirty and old. it looks like its ready to fall down.
<b>Seattle</b> - The homeless people make a mess at the Seattle terminal. the smell of urine can be hard to get rid of.
<b>Bainbridge</b> - 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.
<b>Bainbridge</b> - Not clean bathrooms.
<b>Bainbridge</b> - Terminals dirty and in disrepair.
<b>Mukilteo</b> - Not clean. small waiting area.
<b>Anacortes</b> - 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
<b>Seattle</b> - Lack of comfortable seating
<b>Seattle</b> - Not enough places to sit.
<b>Seattle</b> - Seating is minimal, cramped into small spaces, and wooden benches are uncomfortable.
<b>Bainbridge</b> - The bathrooms really need to be upgraded and monitored better have found homeless sleeping...
<b>Bainbridge</b> - There is only one bench in this terminal. nicer seating is needed.
<b>Bainbridge</b> - Very old hard seats
<b>Bainbridge</b> - 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.
<b>Fauntleroy</b> - Wood benches and inconvenient turn styles
<b>Mukilteo</b> - 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	
Seattle	40%
Bainbridge	10%
Edmonds	7%
Vashon	6%
Clinton	6%

Example of Verbatim Complaints
<b>Seattle</b> - No knowledge of sea vessels and navigation
<b>Seattle</b> - 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.
<b>Seattle</b> - Did not engage in any staff. did not see any one
<b>Bainbridge</b> - Not friendly or helpful.
<b>Vashon</b> - 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
<b>Clinton</b> - The terminal agents are never available to respond to questions they hide in their office when not loading cars.
<b>Bremerton</b> - Slow, grumpy and unhelpful staff at and on all the ferries
<b>Edmonds</b> - 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	
Seattle	55%
Bainbridge	17%
Bremerton	5%
Anacortes	4%
Mukilteo	3%

Example of Verbatim Complaints
<b>Seattle</b> - They are kinda ghetto especially without mirrors
<b>Seattle</b> - Generally. don't give appearance of good maintenance
<b>Seattle</b> - No toilet paper, paper towels empty or scattered on the floor. dirty floor.
<b>Seattle</b> - 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...
<b>Seattle</b> - Inadequate, scuzzy. minimal sink. unsanitary.
<b>Seattle</b> - Bathrooms are filthy!
<b>Bainbridge</b> - 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.
<b>Bainbridge</b> - Not enough stalls, one sink, dirty floors

Attribute Key Code - 4

# Vehicle Loading Crew Friendly



Anacortes/San Juan Islands has the highest percentage of riders who are dissatisfied with the loading crews.

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 crew is friendly, courteous and polite (2014)	Imp. (4-5)	87%	86%	81%	95%	84%	90%	88%	88%	94%	89%	89%	95%
	Sat. (4-5)	69%	70%	68%	79%	72%	66%	70%	89%	78%	64%	62%	57%
	Dissat. (1-2)	9%	8%	7%	5%	9%	9%	4%	6%	7%	10%	13%	10%
2012	Dissat. (1-2)	9%	8%	9%	8%	9%	10%	--	--	6%	10%	10%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	16%
Kingston	14%
Clinton	12%
Seattle	10%
Anacortes	10%

Example of Verbatim Complaints
<b>Seattle</b> - Load different ways on different days, seem bored most of the time
<b>Bainbridge</b> - Typical union state employees, not friendly at all and they tend to get upset easily. they do not like to be asked questions
<b>Kingston</b> - Loading not to capacity & poor loading methods
<b>Clinton</b> - No adequate signals then they get angry when you don't do what they meant.
<b>Anacortes</b> - Emotions seem to affect interactions with customers and drivers. sometimes the employees shout unnecessarily.
<b>Anacortes</b> - Crew yell at people who do not understand what the crew wants them to do.
<b>Faultleroy</b> - Some crew are really nice, most are neither nice or nasty and a few are down right nasty
<b>Friday Harbor</b> - Hand signals of some crew are very unsatisfactory and un clear. other crew is fine.

Attribute Key Code - 13

# Vehicle Loading Efficient



*Efficient loading procedures are rated as very important among drive-on and passenger riders. Anacortes/San Juan Islands, InterIsland and Fauntleroy/Vashon riders have the highest dissatisfaction.*

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)	<b>Imp.</b> (4-5)	<b>96%</b>	96%	95%	99%	96%	96%	93%	100%	96%	96%	97%	95%
	<b>Sat.</b> (4-5)	73%	78%	74%	65%	77%	60%	71%	76%	79%	71%	61%	52%
	<b>Dissat.</b> (1-2)	9%	5%	8%	10%	9%	14%	10%	6%	6%	9%	17%	19%
2012	<b>Dissat.</b> (1-2)	11%	8%	8%	21%	10%	16%	--	--	12%	9%	18%	--

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints	
Anacortes	12%	<b>Seattle</b> - 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%	<b>Kingston</b> - Method of loading is arbitrary and seems to preferential.	
Clinton	11%	<b>Clinton</b> - Loading is poor - poor directions, delays.	
Kingston	11%	<b>Anacortes</b> - 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.	
Fauntleroy	8%	<b>Fauntleroy</b> - Poor management of multiple lines	
		<b>Vashon</b> - Not full ferries leave the dock	
		<b>Bainbridge</b> - Inconsistent loading protocols (which affect order of departure at end.)	
		<b>Tahlequah</b> - The process changes with each crew	

Attribute Key Code - 14

# Vehicle Loading Crews Provide Clear Directions



*Fautleroy/Vashon/Southworth, Mukilteo/Clinton and Anacortes/San Juan, Interisland riders have the highest dissatisfaction with loading crew directions.*

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

Attribute Key Code - 16

# Vehicle Unloading Procedures Efficient



*Efficient unloading procedures are also rated as very important among drive-on and passenger riders; however satisfaction is slightly higher than for loading. Again, Fauntleroy/Vashon and Anacortes/San Juan Islands riders have the highest dissatisfaction.*

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 vehicle unloading procedures are efficient (2014)	Imp. (4-5)	95%	95%	92%	95%	94%	96%	96%	94%	98%	95%	96%	100%
	Sat. (4-5)	76%	75%	77%	77%	79%	68%	78%	89%	79%	80%	71%	62%
	Dissat. (1-2)	7%	7%	7%	9%	5%	9%	4%	0%	6%	6%	9%	5%
2012	Dissat. (1-2)	9%	12%	9%	13%	8%	8%	--	--	2%	5%	13%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	19%
Kingston	12%
Clinton	11%
Seattle	10%
Fauntleroy	10%

Example of Verbatim Complaints
<b>Seattle</b> - Even when boats are late, there is no obvious attempt made to move more quickly.
<b>Bainbridge</b> - The procedures are inconsistent.
<b>Bainbridge</b> - They could move much faster to expedite the vehicles.
<b>Kingston</b> - Takes too long
<b>Kingston</b> - Loading / unloading crews are short tempered, and borderline rude. their hand signals are unfamiliar to many. procedures are not the same, and the same procedures are not followed from day to day.
<b>Fauntleroy</b> - Passenger unloading slows the process and with busses it is unsafe
<b>Clinton</b> - I generally equate efficiency with fairness, which means 'first on, first off'. this rarely happens.
<b>Mukilteo</b> - The stop light for the cars leaving the ferry comes on way to often to allow local traffic to go.
<b>Bremerton</b> - Not following 'first on first off'

Attribute Key Code - 18

# Vehicle Unloading Crews Provide Clear Directions



*Drive-on and passenger riders rate clear unloading directions significantly higher on satisfaction than clear loading directions.*

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 vehicle unloading crews provide clear directions and/or hand signals (2014)	Imp. (4-5)	93%	93%	90%	93%	92%	93%	96%	100%	96%	94%	96%	95%
	Sat. (4-5)	79%	81%	78%	75%	82%	76%	80%	89%	83%	78%	75%	48%
	Dissat. (1-2)	4%	2%	3%	4%	4%	4%	0%	6%	6%	6%	6%	10%
2012	Dissat. (1-2)	4%	2%	5%	10%	5%	4%	--	--	6%	5%	5%	--

Top 5 Unsatisfactory Terminals	
Kingston	18%
Other	11%
Bainbridge	9%
Anacortes	7%
Vashon	7%

Example of Verbatim Complaints
<b>Kingston</b> - I cannot read the workers mind !
<b>Kingston</b> - Eye rolling, foul language, being completely ignored, there are times the unloading process resembles children being let out for recess. total free for all.
<b>Clinton</b> - There is frequently confusion and inattention among deck crew.
<b>Clinton</b> - Too casual demeanor and late in giving directions
<b>Bainbridge</b> - They are never clear or they wave indistinctly in some direction
<b>Mukilteo</b> - Hand signals not precise and often at the last second
<b>Anacortes</b> - Directions from ferry personnel sometimes confusing or non existent, forgetting to pull chock
<b>Vashon</b> - Same thing, they act like they have never unloaded a boat. usually they are better at unloading than loading

Attribute Key Code - 19

# Vessel Crew is Helpful



*Overall, riders who had some form of interaction with the vessel crew found crews helpful, competent, and knowledgeable.*

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		1389	310	142	43	140	117	86	10	48	232	227	34
The WSF vessel crew is helpful, competent and knowledgeable (2014)	Imp. (4-5)	97%	98%	95%	95%	97%	99%	99%	89%	100%	97%	98%	100%
	Sat. (4-5)	85%	88%	81%	98%	86%	81%	90%	81%	85%	81%	81%	100%
	Dissat. (1-2)	4%	3%	7%	0%	3%	6%	5%	10%	6%	4%	5%	0%
2012	Dissat. (1-2)	4%	3%	8%	6%	10%	--	--	1%	7%	3%	6%	--

Top 5 Unsatisfactory Vessels	
Tacoma	10%
Tillikum	9%
Spokane	8%
Kittitas	6%
Kitsap	6%

Example of Verbatim Complaints
<b>Tacoma:</b> It's a bad sign when i remember one or two crew because they were actually friendly and polite. the vast majority of the time the crew just looks 'through' you as a passenger or is outright rude.
<b>Tacoma:</b> I have a wheelchair van and communication among loading employees is spotty and loading arrangement varies.
<b>Tillikum:</b> The friendliness of the deck hands has significantly declined over the years. most don't seem to want to do their jobs and interact with customers.
<b>Yakima:</b> In general the crews show very lazy work ethic. there are a few exceptions but most retire to their cabin hideouts while the boat is underway.
<b>Spokane:</b> They either can not answer a question or can't be found to ask that question to.
<b>Kittitas:</b> I was told that the reason the ferry left a row of cars behind, even though they were there on time, was that the ferry was late, and didn't i realize there would be another ferry for them in a very curt manner.

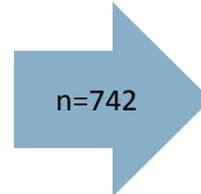
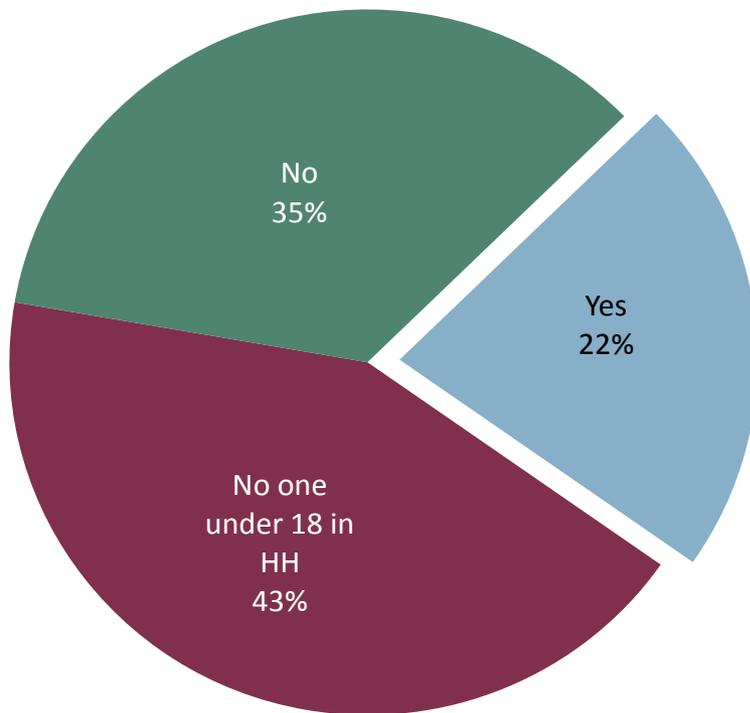
Attribute Key Code - 24

# Youth Fares

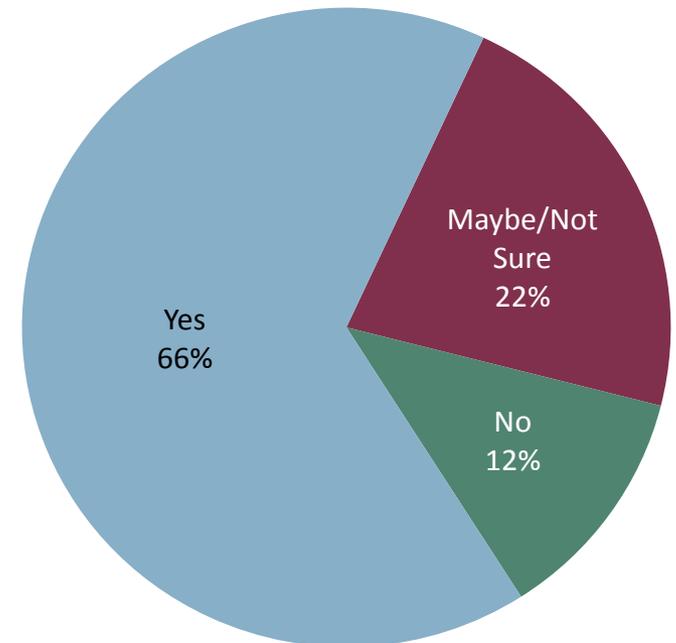


Almost a quarter (22%) of ferry riders say they had a family member under 18 board a ferry paying with a youth fare. Two thirds (66%) used youth fares prior to October 2013.

### Family Member Uses Youth Fare



### Use Prior to October 2013



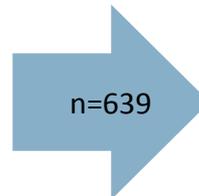
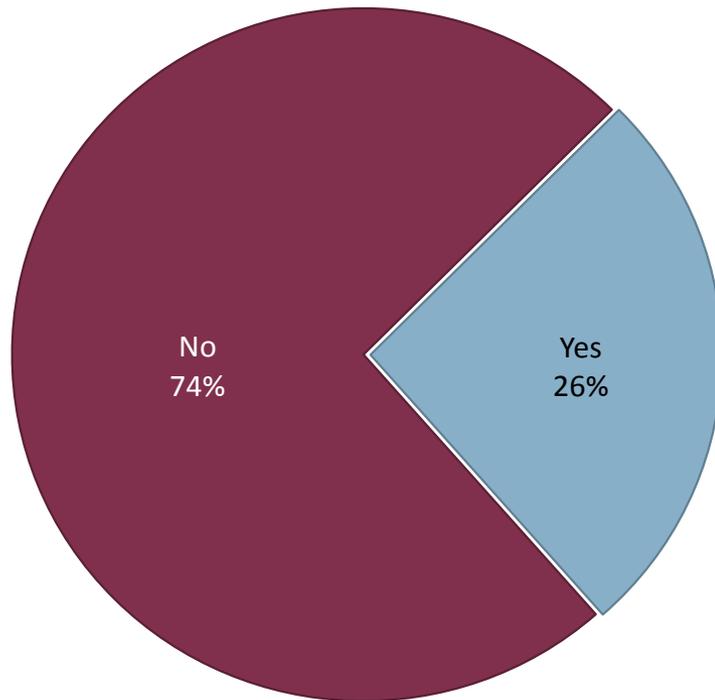
Did any of your family members under the age of 18 ever board paying the Youth Fare?  
Did they use the Youth fare prior to October 2013 when the discount was 20% instead of the current 50%?  
\* - Data from 2014 Winter Performance Study

# Assistance from Terminal Crew

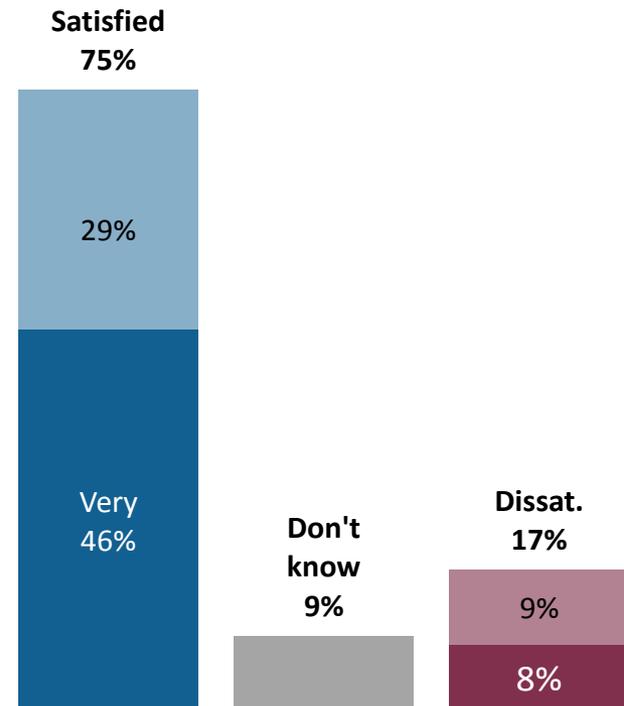


*A quarter (26%) of ferry riders have specifically asked for help/assistance from Terminal Crew. Of those who have asked for assistance, three quarters (75%) say they were satisfied.*

### Asked for Help/Assistance



### Satisfaction with Assistance



32. Did you specifically ask a WSF terminal staff member for help/assistance during the Winter period (January 12th – April 5th 2014)?

33. How satisfied were you with the help/assistance the WSF terminal staff member gave you?

\* - Data from 2014 Winter Performance Study

# Dissatisfaction with Terminal Crew



*“My wife had foot surgery and had a medical pass. She needed to use the elevator. They parked us up against a truck, so she was unable to get out of the car. When I asked to move the car, the crew member responded as though I was asking for the moon. “*

*“Again, rude attitude, impatient, seemed frustrated at my question.”*

*“Officer quieted horrible musician after our complaint. Music continued after officer left. Ordinary crew member ignored our request [mentioning officer's order] and complimented musician.”*

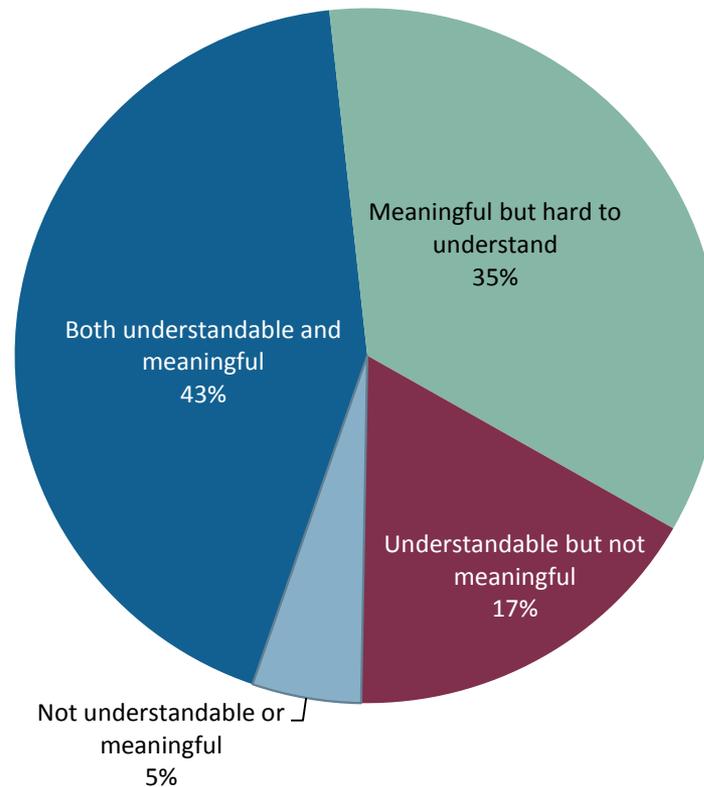
34. What specifically about your experience with the WSF terminal staff member made you dissatisfied?  
Please be as specific as possible.

# Vessel Announcements



*The plurality (43%) say announcements are understandable and meaningful. Over a third (35%) say they are meaningful but not understandable.*

## Meaningful and Understandable Announcements



113. On the routes you travel most often are the vessel announcements understandable and meaningful? (n=3150)

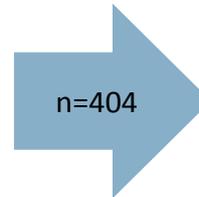
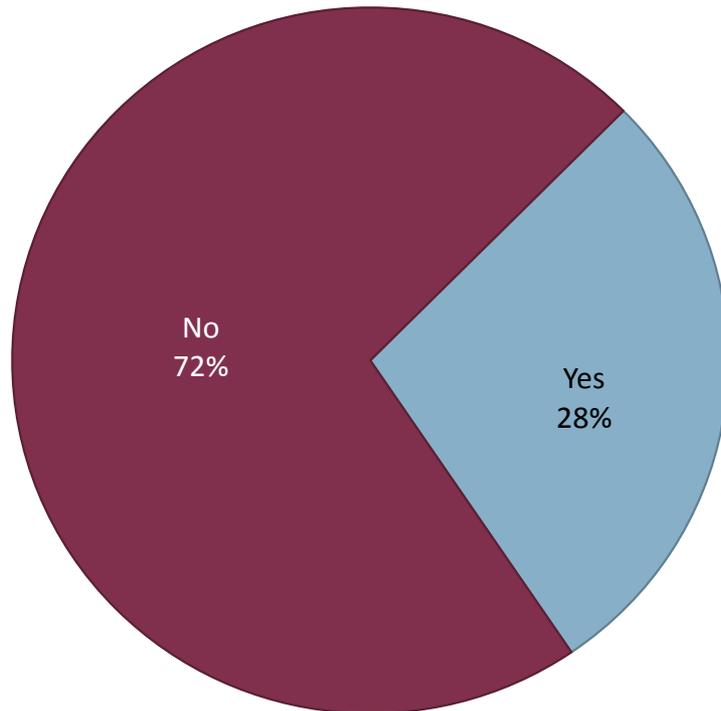
\* - Data from 2014 Winter Performance Study

# Assistance from Vessel Crew

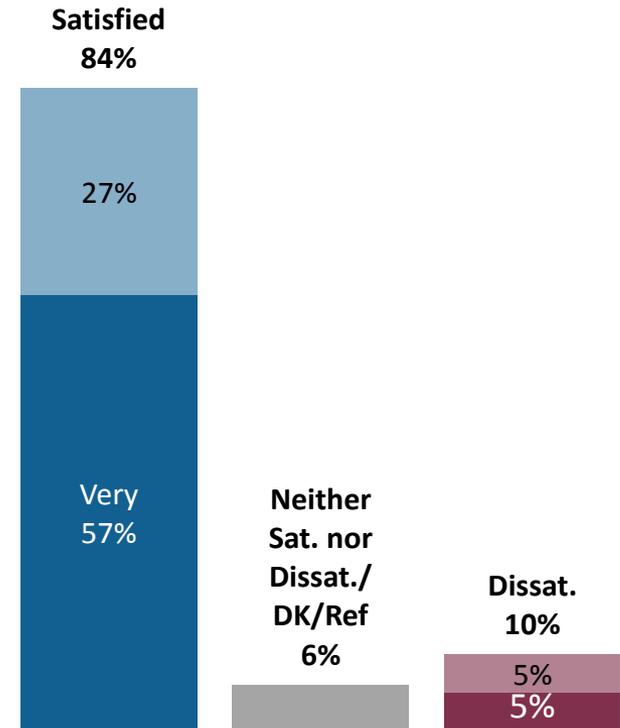


*A quarter (28%) of ferry riders have specifically asked for help/assistance from Vessel Crew. Of those who have asked for assistance, most all (84%) say they were satisfied.*

### Asked for Help/Assistance



### Satisfaction with Assistance



124. Did you specifically ask a WSF vessel staff member for help/assistance during the Winter period (January 12th – April 5th 2014)?

125. How satisfied were you with the help/assistance the WSF vessel crew member gave you?

\* - Data from 2014 Winter Performance Study

# Dissatisfaction with Vessel Crew



*“They are surly, and act as though they are doing commuters a huge favor by working for WSF. They refuse to answer questions and sometimes don't even know what the ferry schedules are. This includes the Dock agents.”*

*“No interest in enforcing no smoking policy. Unfriendly.”*

*“Employee acted like she did not want to be bothered.”*

*“Surly attitude, rude. Some workers are very nice, but if asked a question that someone else has asked a lot, they forget that it is the first time that I HAVE ASKED that question. They are paid to both do their jobs and to represent WSF professionally.”*

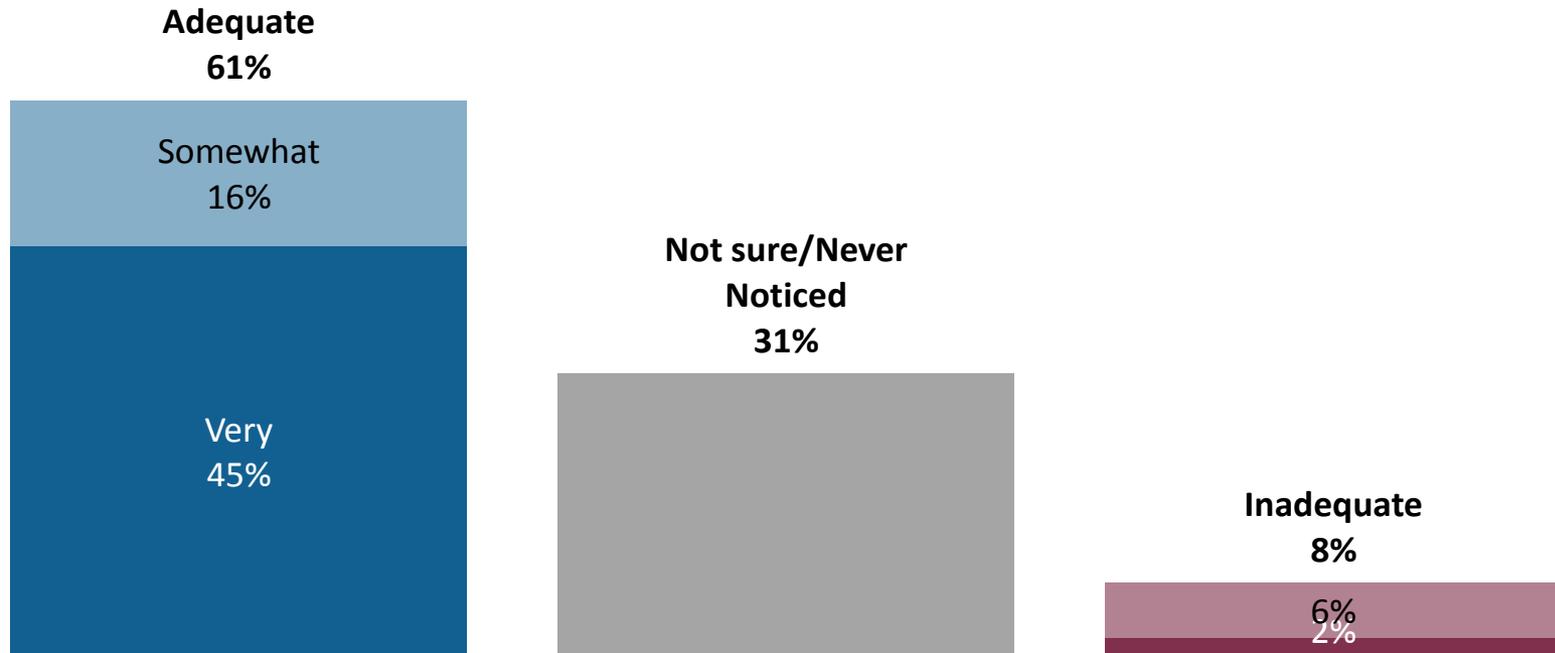
*What specifically about your experience with the WSF vessel crew member made you dissatisfied?  
Please be as specific as possible.*

# Controlling Disruptive Passengers



*Most all (92%) say the vessel crew does an adequate job or they have not noticed need for controlling disruptive passengers and enforcing noise and pet rules. Only 8% say the vessel crew is doing an inadequate job.*

## Ability to Control Disruptive Passengers



112. How adequate a job does the vessel crew do in controlling disruptive passengers and enforcing the noise and pet rules (n=3150)

\* - Data from 2014 Winter Performance Study



# Appendix

# Weighting Methodology



- In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken. The weighting scheme used is displayed below.
- Any respondents who did not fit into the buckets defined below were weighted with 1.000000.

Route	Vehicle	Passenger	Walk on
SEA/BAIN	1.176470588	1.477195371	1.052517361
SEA/BRE	1.42	1.166666667	1.118390267
PTD/TAH	1.333333333	1.114754098	1.846153846
EDM/KIN	1.725	1.49204244	1.209800919
FAU/VAS	1.018181818	1.975806452	1.446540881
FAU/SOU	0.94	0.570107858	0.512820513
SOU/VAS	0.9	0.175438596	1.333333333
PTT/KEY	0.833333333	0.67961165	0.816326531
MUK/CLI	0.926086957	0.964332893	0.688679245
ANA/SAN	0.394736842	0.386029412	0.575
INTERISLAND	0.1	0.074626866	0.058479532

# Questionnaire



Washington State Transportation Commission

Web Panel Survey of Riders - 2014

n=3,985

1. For this survey, we are interested in your experiences and opinions of Washington State Ferries over the last 12 months (June 2013 through May 2014). Which of the following route(s) have you ridden in the last 12 months (June 2013 through May 2014)? [CHECK ALL THAT APPLY]

1. Seattle/Bainbridge
2. Seattle/Bremerton
3. Point Defiance/Tahlequah
4. Edmonds/Kingston
5. Fautleroy/Vashon
6. Fautleroy/Southworth
7. Southworth/Vashon
8. Coupeville/Pt. Townsend
9. Mukilteo/Clinton
10. Anacortes/San Juan Islands
11. San Juan Interisland
12. Did not ride A WSF in the last 12 months

[IF Q1=12, SKIP TO Q20, ELSE ASK Q2]

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

1. I anticipate riding the ferries less in the next 2 years
2. I anticipate riding the ferries the same amount in the next 2 years
3. I anticipate riding the ferries more in the next 2 years

[IF Q2=1, ASK Q3, ELSE SKIP TO Q4]

# Questionnaire



3. What is the main reason you anticipate you will ride the ferries less in the next 2 years? [CHECK ALL THAT APPLY]
  1. Plan to telecommute/will telecommute more
  2. Plan to retire
  3. Plan to be employed part-time only
  4. Plan to move to a location that doesn't require as much ferry travel
  5. Plan to change jobs to a location that doesn't require as much ferry travel
  6. Other [SPECIFY\_]
  
4. During the last 12 months (June 2013 through May 2014), did you board the ferry as a driver or passenger in a personal vehicle? (Van/car pools or buses do not count)[CHECK ALL THAT APPLY]
  1. Driver
  2. Passenger
  3. Did not drive on the ferry as either the driver or passenger in a personal vehicle
  
5. The following questions are about the use of ferries in conjunction with the Tacoma Narrows Bridge during the last 12 months (June 2013 through May 2014).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)
  1. Yes - took the ferry going westbound and the Tacoma Narrows Bridge going eastbound
  2. Yes - took ferry going eastbound and the Tacoma Narrows Bridge going westbound
  3. No - didn't make any trips where I drive on the ferry one way and drive over the Tacoma Narrows Bridge going the other way
  
6. 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)?
  1. Less than 1 trip per month
  2. 1 trip per month
  3. 2-5 trips per month
  4. 6-10 trips per month
  5. More than 10 trips per month

# Questionnaire



7. What are the top 3 factors that most affect your decision to drive-on instead of walking on the ferry? [SELECT UP TO THREE]

1. Parking availability and cost on the destination side
2. Proximity of the ferry terminal to your work
3. Access to public transportation on the origin side
4. Access to public transportation on the destination side
5. Ferry wait time/overload
6. Ferry cost
7. Overall length of commute
8. Overall cost of travel (combined cost of ferry, public transportation and parking)
9. Overall convenience of having a car (ability to run errands, visiting, options if ferry is missed, etc.)
10. Flexibility in case of emergency
11. Work requires driving to different locations
12. Ability to travel on personal timetable
13. Lack of public transportation outside of peak travel times
14. Lack of public transportation to desired destinations
15. Traveling with people, pets, equipment, etc.
16. Weather
17. Something else [SPECIFY\_]

8. 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?

1. A large impact
2. Some impact
3. Very little impact
4. No impact at all

# Questionnaire



9. 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?

1. Definitely would walk on more than I am now
2. Probably would walk on more than I am now
3. Might or Might Not Walk on more than I am now
4. Probably Would Not Walk on any more than I am now
5. Definitely Would Not Walk on any more than I am now

10. Now focusing in on your most recent ferry trip, what was the last route that you rode?

1.	Seattle/Bainbridge
2.	Seattle/Bremerton
3.	Point Defiance/Tahlequah
4.	Edmonds/Kingston
5.	Fauntleroy/Vashon
6.	Fauntleroy/Southworth
7.	Southworth/Vashon
8.	Coupeville/Pt. Townsend
9.	Mukilteo/Clinton
10.	Anacortes/San Juan Islands
11.	San Juan Interisland

11. To help us better understand ridership and travel trends, we would like to know a little about your most recent ferry trip on the [Pipe Answer from Q10] route. To start with, from which terminal did you DEPART on your most recent trip?

# Questionnaire



Q11a [ASK IF Q10=1] Seattle/Bainbridge route

1. Seattle (Westbound)
2. Bainbridge (Eastbound)

Q11b [ASK IF Q10=2] Seattle/Bremerton route

1. Seattle (Westbound)
2. Bremerton (Eastbound)

Q11c [ASK IF Q10=3] Point Defiance/Tahlequah route

1. Point Defiance (Westbound)
2. Tahlequah (Eastbound)

Q11d [ASK IF Q10=4] Edmonds/Kingston route

1. Edmonds (Westbound)
2. Kingston (Eastbound)

Q11e [ASK IF Q10=5] Fautleroy/Vashon route

1. Fautleroy (Westbound)
2. Vashon (Eastbound)

Q11f [ASK IF Q10=6] Fautleroy/Southworth route

1. Fautleroy (Westbound)
2. Southworth (Eastbound)

Q11g [ASK IF Q10=7] Southworth/Vashon route

1. Southworth (Eastbound)
2. Vashon (Westbound)

Q11h [ASK IF Q10=8] Coupeville/Pt. Townsend route

1. Coupeville (Westbound)
2. Pt. Townsend (Eastbound)

Q11i [ASK IF Q10=9] Mukilteo/Clinton route

1. Mukilteo (Westbound)
2. Clinton (Eastbound)

# Questionnaire



Q11j [ASK IF Q10=10] Anacortes/San Juan Islands route

1. Orcas
2. Shaw
3. Lopez
4. Friday Harbor
5. Anacortes

Q11k [ASK IF Q10=11] San Juan Interisland route

1. Orcas
2. Shaw
3. Lopez
4. Friday Harbor

[RESUME ASKING ALL]

12. Thinking about your LAST FERRY RIDE ONLY on the [Pipe from Q10] route, which of the following was the PRIMARY PURPOSE for that specific trip?

1. Commute to/from work
2. Commute to/from school
3. Work related activity/business
4. Personal business/activity
5. Medical appointment
6. Everyday shopping
7. Shopping excursion
8. Tourism/recreation
9. Travel to/from special event
10. Travel to/from to see family/friends
11. Other [SPECIFY\_]

13. Thinking about your LAST FERRY RIDE ONLY on the [Pipe from Q10] route, how did you board the ferry for your outbound and returning trips?

# Questionnaire



13. Thinking about your LAST FERRY RIDE ONLY on the [Pipe from Q10] route, how did you board the ferry for your outbound and returning trips? (Outbound)

1. Vehicle/driver
2. Passenger in a vehicle
3. Walk on
4. Rode on in a bus/transit
5. Rode on in van/carpool
6. Rode on motorcycle
7. Biked on
8. Other
9. Did not travel this direction

13. Thinking about your LAST FERRY RIDE ONLY on the [Pipe from Q10] route, how did you board the ferry for your outbound and returning trips? (Inbound)

1. Vehicle/driver
2. Passenger in a vehicle
3. Walk on
4. Rode on in a bus/transit
5. Rode on in van/carpool
6. Rode on motorcycle
7. Biked on
8. Other
9. Did not travel this direction

# Questionnaire



14. Thinking about your LAST FERRY RIDE ONLY on the [Pipe from Q10] route, which of the following best describes the vehicle you drove on the ferry?
1. Auto / small SUV / small pick-up (under 14 feet - i.e. Kia Rio, Hyundai Accent, VW Beetle)
  2. Auto / small SUV / small pick-up (14 to 22 feet - i.e. Toyota Corolla, Nissan Altima, Ford Taurus)
  3. Full-size auto / SUV (Over 22 feet)
  4. Truck (commercial, panel, tractor / trailer)
  5. RV, auto, or pick-up and trailer or boat (under 30 feet)
  6. RV, auto, or pick-up and trailer or boat (30' and over)
  7. Vanpool
  8. Motorcycle
  9. Other [SPECIFY\_]
15. Finally, thinking about your LAST FERRY RIDE ONLY on the travelling?
1. Single-ride ticket
  2. Multi-ride frequent user ticket (available to all)
  3. Monthly pass (not available to vehicle drivers)
  4. Senior/disabled Convenience Card/discount
  5. SmartCard/ORCA (One Regional Card for All)
  6. Puget Pass
  7. Other [SPECIFY\_]
16. During the last 12 months (June 2013 through May 2014), did you board the ferry as a walk-on or bike-on passenger?[Check all that apply]
1. Walk-on
  2. Bike-on
  3. Have not walked on or biked on to the Ferries in the last 12 months

# Questionnaire



17. Thinking only about the trips where you walk-on / bike-on the ferry, how do you typically get to the terminal to catch a ferry?

1. I carpool to the ferry terminal
2. I utilize public transportation to reach the ferry terminal
3. I walk to the ferry terminal
4. I get dropped off at the ferry terminal
5. I drive and park a vehicle at the ferry terminal
6. I ride my bike to the ferry terminal
7. Other

18. Thinking only about the trips where you walk-on / bike-on the ferry, how do you typically reach your final destination when you disembark the ferry?

1. I carpool to my final destination
2. I utilize public transportation to reach my final destination
3. I walk to my final destination
4. I get picked up at the ferry terminal
5. I keep a vehicle at ferry destination
6. I rode my bike to my final destination
7. Other

19. How will reductions in public transportation services/schedule impact your decision to continue to walk-on / bike-on the ferries, if at all?

1. Will continue to walk-on/bike-on as often as I do now
2. Will walk-on/bike-on slight less often
3. Will walk-on/bike-on considerably less often
4. Will stop walking-on/bike-on all together
5. I don't ever walk-on/bike-on the ferry

[RESUME ASKING EVERYONE]



20. How would you rate the connectivity and coordination of the ferry schedule and the public transportation schedule?

1. Excellent
2. Very Good
3. Good
4. Fair
5. Poor
6. Very Poor
7. No idea

21. Have you ever used the WSF WiFi service at the terminals or on the ferries?

1. Yes - On both ferries and in the terminals/dock area
2. Yes - Only on the boats
3. Yes - Only at the terminal
4. No — Never used the WSF WiFi

22. How would you rate the current WiFi service quality only (not the price) on the ferries?

1. Excellent
2. Very Good
3. Good
4. Fair
5. Poor
6. Very Poor

27. To encourage more walk-on usage of the ferries, how would you feel about possible fare increases being greater for vehicles than for passengers/walk-ons?

1. I agree that vehicle/driver fare increases should be higher than passenger/walk-on fare increases
2. I disagree, the increase should be the same for both
3. I disagree, passenger/walk-on fare increases should be higher than vehicle/driver fare increases

# Questionnaire



23. What are the reason(s) you don't use the WiFi on the ferries or at the terminals? 1. Excellent
1. Don't have a need to use it
  2. Price too high
  3. Reliability too low
  4. Too Difficult to Use
  5. Other
24. Now we have some questions for you about possible changes to the WSF fare structure. Would you prefer paying the vehicle fare using the current car size categories (i.e. car under 14", car 14-22', etc.) or pay by the foot (i.e. actual car length based upon a per/foot charge)?
1. By car size category
  2. By the foot for actual car length
25. Vehicles under 14 feet currently get a 30% discount off of the regular vehicle fare. How much of an influence, if at all, will this or has this discount had on your decision to purchase a small car under 14 feet? 1. Excellent
1. A Lot ---- The 30% discount has had or will have a big influence in my purchase decision of a vehicle that is less than 14 feet long 3. Good
  2. Some --- The 30% discount has been or may be somewhat influential in my purchase decision of a vehicle that is less than 14 feet long 5. Poor
  3. Little ---- The 30% discount has little to no influence in my purchase decision of a vehicle that is less than 14 feet long
  4. Nothing - This discount has not nor will not influence my car purchasing decisions
27. To encourage more walk-on usage of the ferries, how would you feel about possible fare increases being greater for vehicles than for passengers/walk-ons?
1. I agree that vehicle/driver fare increases should be higher than passenger/walk-on fare increases
  2. I disagree, the increase should be the same for both
  3. I disagree, passenger/walk-on fare increases should be higher than vehicle/driver fare increases

# Questionnaire



26. Currently fares cover an average of 70% of WSF's daily operational costs and statewide gas tax revenue subsidizes the remaining 30%. How much, if any, would you suggest fares be increased or decreased to cover more or less of the daily operating costs? 1. Don't have a need to use it
1. Increase All The Way: Let them rise to 100% of daily costs 3. Reliability too low
  2. Increase A lot: Let them rise to 90% of daily costs
  3. Increase Considerably: Let them rise to 85% of daily costs
  4. Increase Somewhat: Let them rise to 80% of daily costs
  5. Increase A Little: Let them rise to 75% of daily costs
  6. None: Leave them at 70% of daily costs
  7. Decrease A little: Let them decrease to 65% of daily costs
  8. Decrease Somewhat: Let them decrease to 60% of daily costs
  9. Decrease Considerably: Let them decrease to 40% of daily costs
  10. Decrease A Lot: Let them decrease to 20% of daily costs
  11. Decrease All The Way: Let them decrease to 0% of daily costs
  12. Don't know

# Questionnaire



27. To encourage more walk-on usage of the ferries, how would you feel about possible fare increases being greater for vehicles than for passengers/walk-ons?

1. I agree that vehicle/driver fare increases should be higher than passenger/walk-on fare increases
2. I disagree, the increase should be the same for both
3. I disagree, passenger/walk-on fare increases should be higher than vehicle/driver fare increases

28. 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?

1. 1=Not at all interested
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 = Very Interested

29. 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?

1. 1=Not at all interested
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 = Very Interested

# Questionnaire



30. 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?

1. 1=Not at all interested
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 = Very Interested

31. 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 ... (Consider each separately - Either move circle under interest level # or left click below interest level # to move the circle to it)

1. Not at all interested
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. Very Interested

31a. Paying an additional \$0.25 per fare if the revenue was dedicated to: Enhancing transit services at terminals?

31b. Paying an additional \$0.25 per fare if the revenue was used to: Institute Good2Go as a fare payment method?

# Questionnaire



31c. Paying an additional \$0.25 per fare if the revenue was used to: Expand park and ride lots at your home side terminal?

31d. Paying an additional \$0.25 per fare if the revenue was used to: Provide free WiFi at terminals and on boats?

32. Which of the following payment cards/passes do you currently have? [SELECT ALL THAT APPLY]

1. Good2Go
2. ORCA
3. Wave2Go
4. Puget Pass
5. None
6. Other [SPECIFY\_]

33. Do you have any additional thoughts regarding the ferry system you would like to share?

1. No additional feedback
2. Yes, I have additional feedback [SPECIFY\_]