FERRY RIDERS' OPINION GROUP

Jump on Board

Washington State Ferries
2019 Winter Performance Presentation

Washington State Transportation Commission

Research Assurance LLC

Methodology

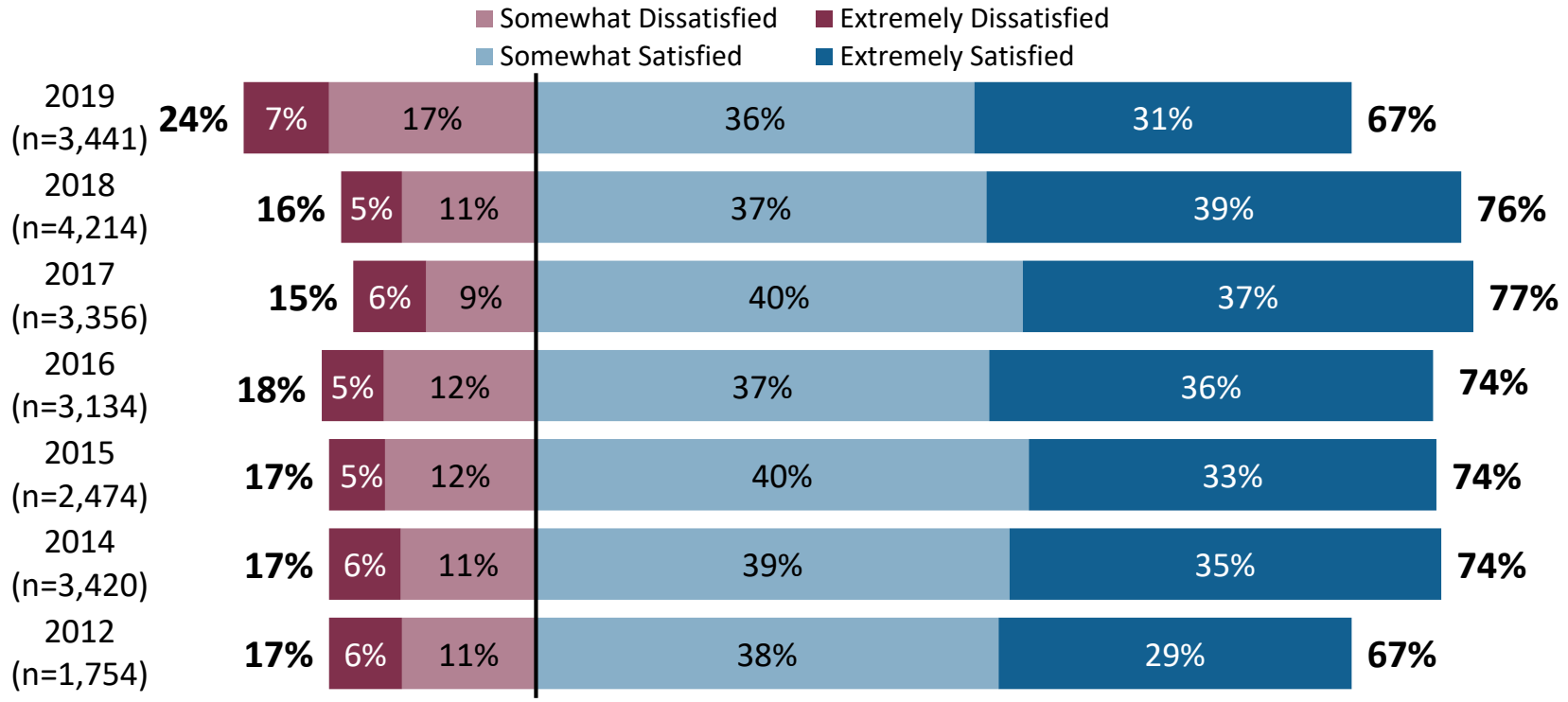
- Online Survey of Washington State Ferry Riders Opinion Group (FROG)
- Conducted March 30th – April 21st, 2019 regarding respondents' personal experience riding Washington State Ferries during the 2019 winter travel period (January 6th through March 30th, 2019)
- A total of 3,441 interviews were completed
- Data was weighted to reflect WSF actual ridership during the 2019 winter period by route, boarding method and ticket type used based on the last trip taken

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

Overall Satisfaction

Overall winter 2019 satisfaction (67%) with the service provided by WSF has declined significantly from Winter 2018. While still strong (36% Satisfied / 31% Extremely Satisfied) this 9-percentage point decline is in sharp contrast to steady levels seen over the last 5 years. Dissatisfaction increased 6 percentage points in 2019 to 24%, with both the extremely dissatisfied (7%) and somewhat dissatisfied (17%) being at their highest levels since 2010.

Overall Satisfaction with WSF



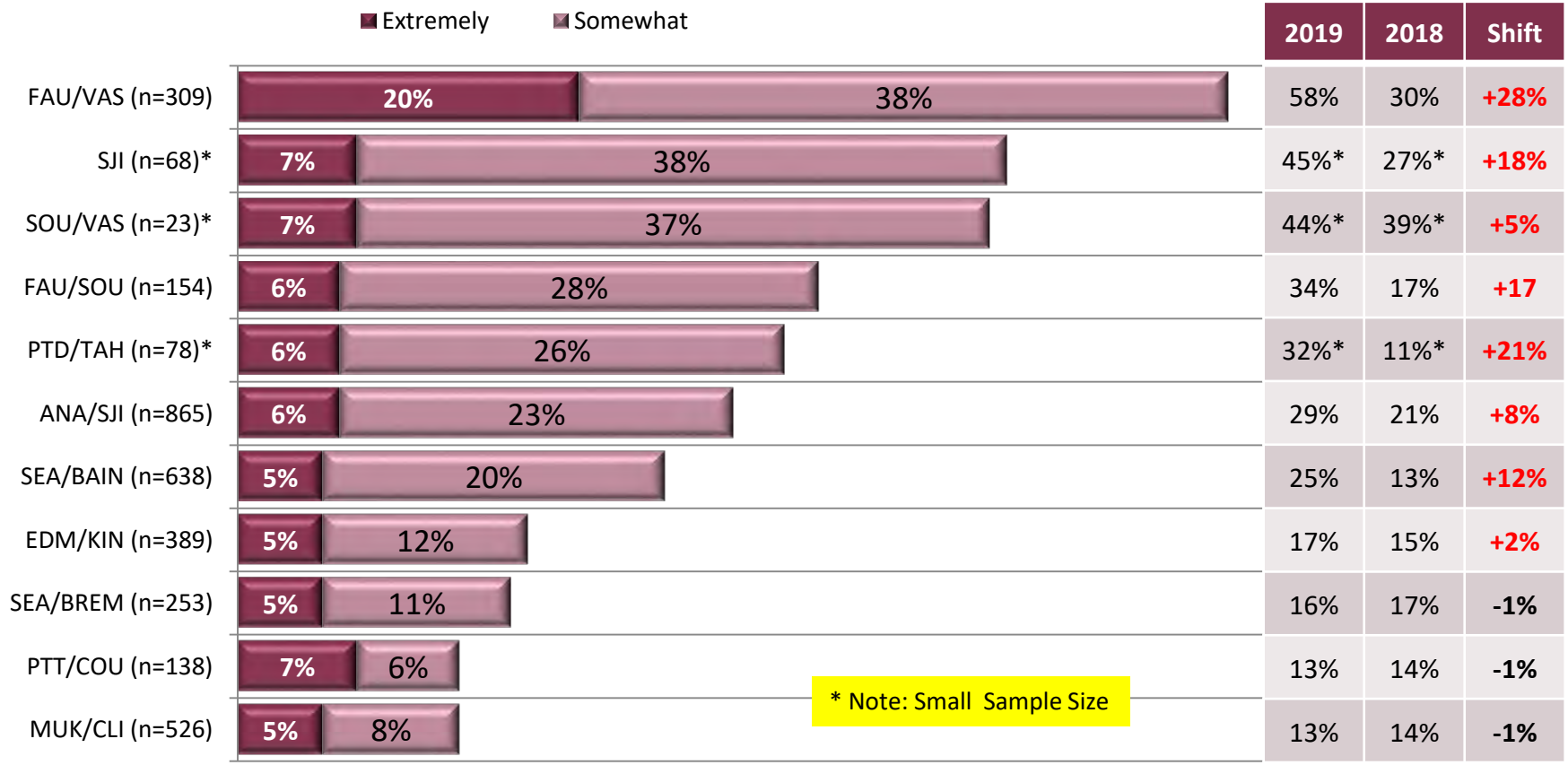
Only ratings of satisfaction (4-5) or dissatisfaction (1-2) are shown, Ratings of 3 or don't know are not shown.
*The **bold** percentages represent the corresponding total dissatisfaction/satisfaction*

Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 6th through March 30th 2019. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Overall Dissatisfaction by Route

Riders on the Fauntleroy/Vashon (58%), San Juan Inter-Island (45%) and Southworth/Vashon* (44%) routes show both an increase in and higher levels of dissatisfaction than other routes. Fauntleroy/Southworth, Point Defiance/Tahlequah, Anacortes/San Juan, and Seattle/Bainbridge have higher levels of dissatisfaction in winter 2019 than in winter 2018.*

Overall Dissatisfaction by Route - 2019 (Total Dissatisfied)

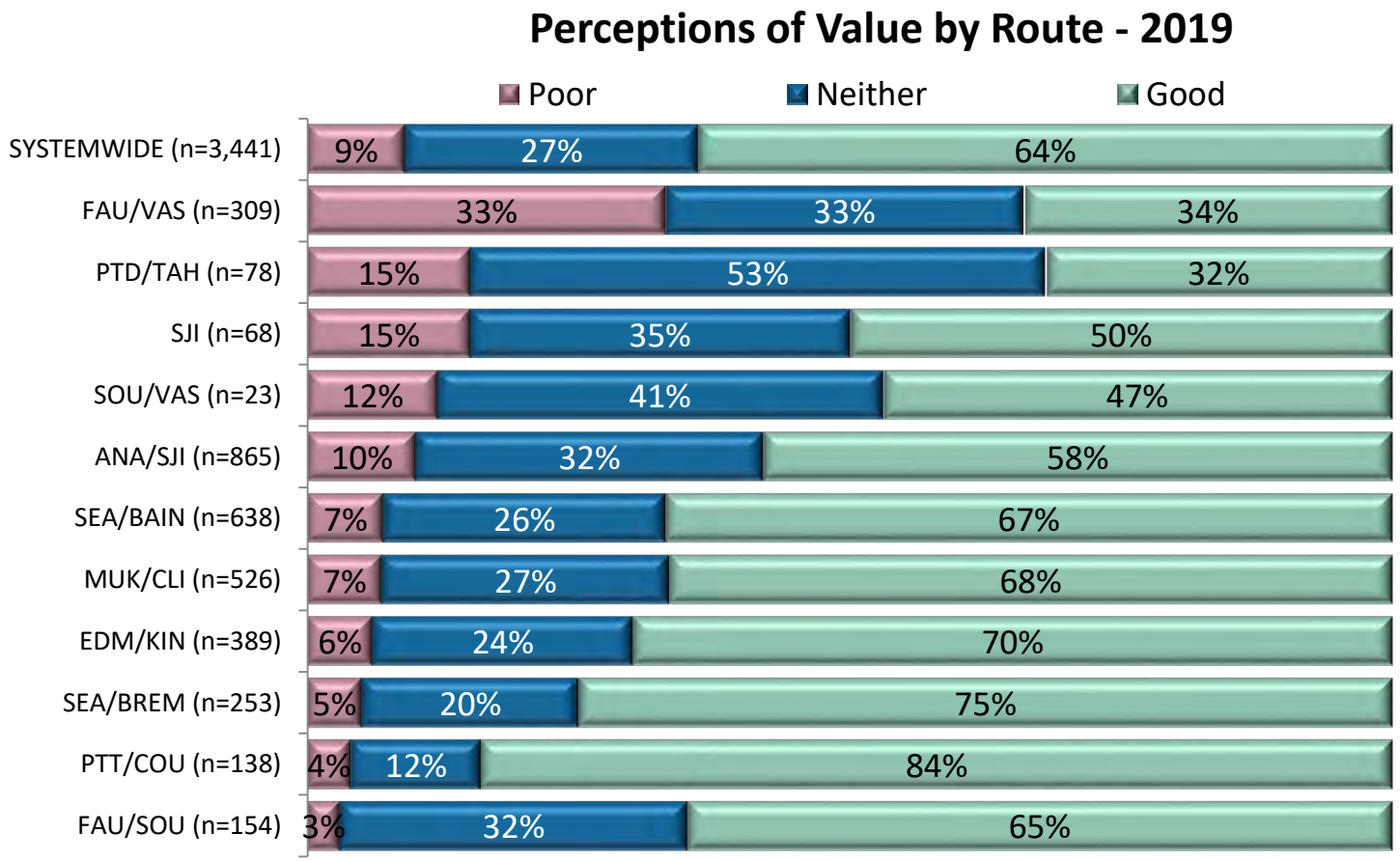


	2019	2018	Shift
FAU/VAS (n=309)	58%	30%	+28%
SJI (n=68)*	45%*	27%*	+18%
SOU/VAS (n=23)*	44%*	39%*	+5%
FAU/SOU (n=154)	34%	17%	+17
PTD/TAH (n=78)*	32%*	11%*	+21%
ANA/SJI (n=865)	29%	21%	+8%
SEA/BAIN (n=638)	25%	13%	+12%
EDM/KIN (n=389)	17%	15%	+2%
SEA/BREM (n=253)	16%	17%	-1%
PTT/COU (n=138)	13%	14%	-1%
MUK/CLI (n=526)	13%	14%	-1%

Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 6th through March 30th 2019. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Perceived Good Value by Route

Systemwide the vast majority (64%) of riders say WSF is a good value to them. In comparison, 9% say it is a poor value. These values are consistent with winter 2018. The poor value scores increased 5 percentage points for Fauntleroy/Vashon (2018-28%) while the other poor value scores remained mostly unchanged.

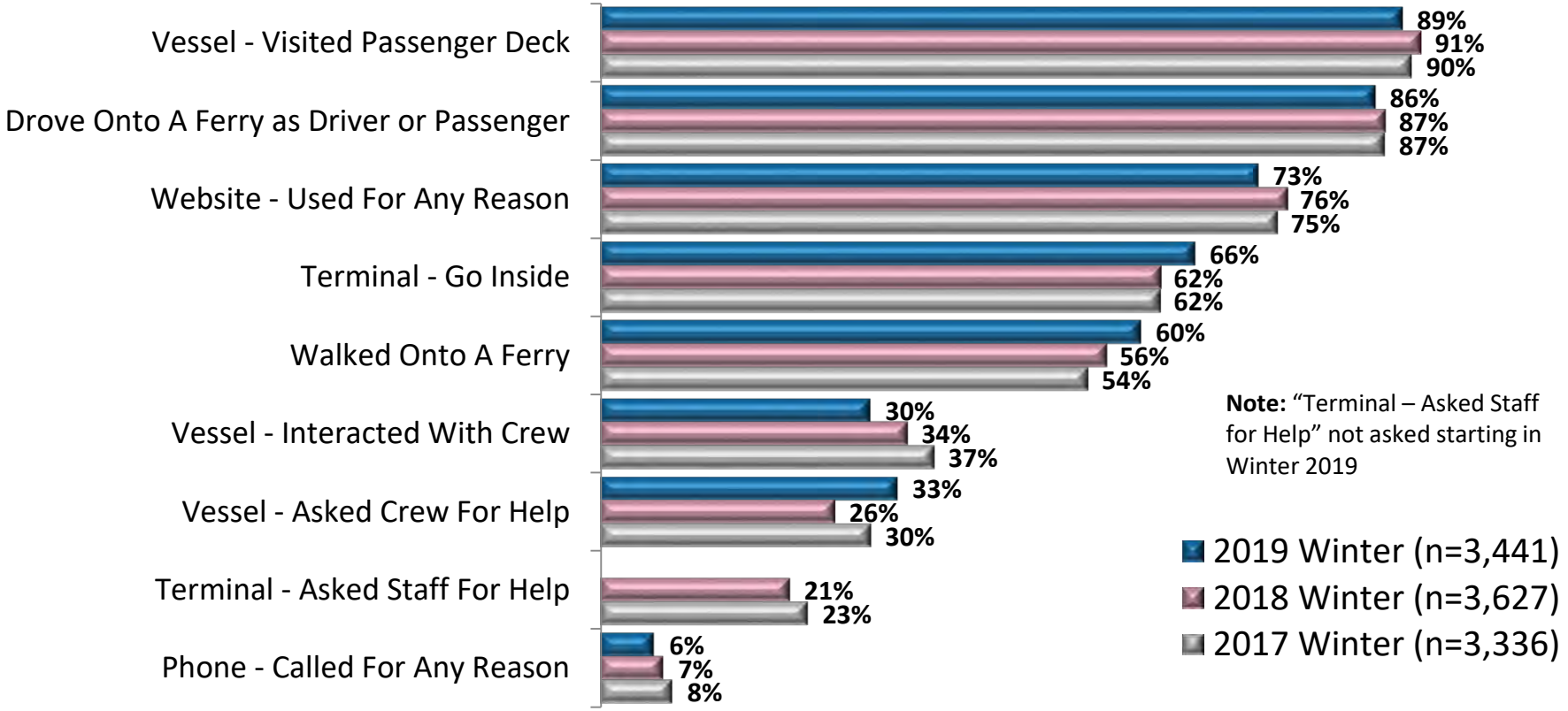


Q116. Considering your personal experience with the ferries, which of the following phrases best describes the value, to you, of riding Washington State Ferries?

Rider Interaction With WSF

Riders are most likely to visit the passenger vessel deck (89%) and drive onto the ferry (86%). Three quarters (73%) say they have used the WSF website. Riders are least likely to have called WSF customer service (6%). These percentages are unchanged from winter 2018 or 2017.

WSF Touch Points With Winter Riders



Q(s) During the winter period, did you … Q20 Go inside a ferry terminal for any reason? Q100 Did you specifically ask a WSF terminal staff member for help/assistance? Q30 Did you walk onto a ferry? Q43 Did you either drive onto a ferry or board as a passenger in a vehicle? Q70 Did you use/visit the vessel passenger deck area? Q80 Did you have any interaction with any of the vessel crew? Q103 Did you specifically ask a WSF vessel staff member for help/assistance? Q90 Use the WSF website? Q93 Call WSF customer service by phone?

All Riders – Importance by Attribute

Importance of all attributes is largely unchanged compared to winter 2018 or 2017. The highest importance is placed on "ferries bathrooms are clean" (97%), "efficiently processes vehicles" (97%) and "vessel crew is helpful" (96%).

Code	Attributes	Importance (4-5)			
		2019	2018	Change	2017
21	Ferry bathrooms are clean	**97%**	98%	-1%	97%
12	Efficiently processes vehicles	**97%**	96%	+1%	97%
24	Vessel crew is helpful	**96%**	98%	-2%	97%
23	Vessel crew is friendly	**95%**	97%	-2%	96%
4	Terminal bathrooms are clean	**95%**	96%	-1%	94%
22	Vessels are well maintained	**95%**	96%	-1%	95%
20	Passenger seating areas are clean	**95%**	96%	-1%	95%
16	Loading crews provide clear directions	**95%**	95%	-	96%
14	Vehicle loading procedures efficient	**95%**	95%	-	96%
11	Buying tickets easy and quick	**95%**	95%	-	96%
18	Vehicle unloading procedures efficient	**94%**	94%	-	95%
19	Unloading crews provide clear direction	**94%**	94%	-	94%
7	Easy loading/ unloading for walk-on	**93%**	91%	+2%	93%
1	Terminals are clean	**92%**	93%	-1%	92%
9	Passenger unloading efficient	**92%**	90%	+2%	92%
8	Passenger loading efficient	**91%**	90%	+1%	93%
25*	Terminal to vessel walkway is safe	**91%**	90%	+1%	
10	Toll booth staff is friendly	**91%**	90%	+1%	92%
15	Loads ferries to capacity	**89%**	90%	-1%	89%
13	Vehicle loading crew is friendly	**88%**	86%	+2%	87%
3	Terminal staff is helpful	**86%**	86%	-	85%
17	Unloading crew is friendly	**86%**	86%	-	87%
26*	Dock-side holding area fully utilized	**85%**	85%	-	
2	Terminals are comfortable	**84%**	84%	-	81%
6	Adequate parking near terminals	**77%**	77%	-	79%
5	WSF and transit schedules coordinated	**70%**	69%	+1%	67%

- This table gives an overview of the individual attribute quad charts that follow for importance.
- For each attribute, the table shows:
  - The percent of people who rated the attribute as 4 or 5 on the Importance scale.
  - Total importance (4-5) for **Winter 2019, Winter 2018** and **Winter 2017.**
  - The **Change** in importance from 2018 to 2019. **Red** indicates lesser importance in 2019 than in 2018.
  - * New attributes added in 2018

All Riders – Dissatisfaction by Attribute

Dissatisfaction on all attributes is largely unchanged (+/- 1 or 2 percentage points) except for "terminals are comfortable" which increased 10 percentage points, and both "terminal bathrooms are clean" and "terminals are clean" which increased 5 percentage points.

Code	Attributes	Importance (4-5)	Dissatisfaction (1-2)			
			2019	2018	Change	2016
2	Terminals are comfortable	84%	**33%**	23%	**10%**	17%
6	Adequate parking near terminals	77%	**31%**	30%	**1%**	30%
4	Terminal bathrooms are clean	95%	**26%**	21%	**5%**	20%
1	Terminals are clean	92%	**14%**	9%	**5%**	8%
12	Efficiently processes vehicles	97%	**13%**	12%	**1%**	12%
5	WSF and transit schedules coordinated	70%	**12%**	14%	**-2%**	13%
14	Vehicle loading procedures efficient	95%	**12%**	10%	**2%**	10%
16	Loading crews provide clear directions	95%	**12%**	13%	**-1%**	13%
8	Passenger loading efficient	91%	**11%**	9%	**2%**	10%
15	Loads ferries to capacity	89%	**11%**	10%	**1%**	10%
25*	Terminal to vessel walkway is safe	91%	**11%**	9%	**2%**	
3	Terminal staff is helpful	86%	**9%**	7%	**2%**	8%
7	Easy loading/ unloading for walk-on	93%	**9%**	9%	-	9%
26*	Dock-side holding area fully utilized	85%	**9%**	8%	**1%**	
18	Vehicle unloading procedures efficient	94%	**8%**	5%	**3%**	6%
21	Ferry bathrooms are clean	97%	**8%**	8%	-	7%
22	Vessels are well maintained	95%	**8%**	5%	**3%**	5%
9	Passenger unloading efficient	92%	**7%**	9%	**2%**	8%
13	Vehicle loading crew is friendly	88%	**7%**	7%	-	7%
11	Buying tickets easy and quick	95%	**6%**	6%	-	6%
10	Toll booth staff is friendly	91%	**5%**	3%	**2%**	4%
19	Unloading crews provide clear direction	94%	**4%**	4%	-	5%
23	Vessel crew is friendly	95%	**4%**	4%	-	3%
24	Vessel crew is helpful	96%	**4%**	4%	-	4%
20	Passenger seating areas are clean	95%	**3%**	5%	**-2%**	4%
17	Unloading crew is friendly	86%	**2%**	2%	-	4%

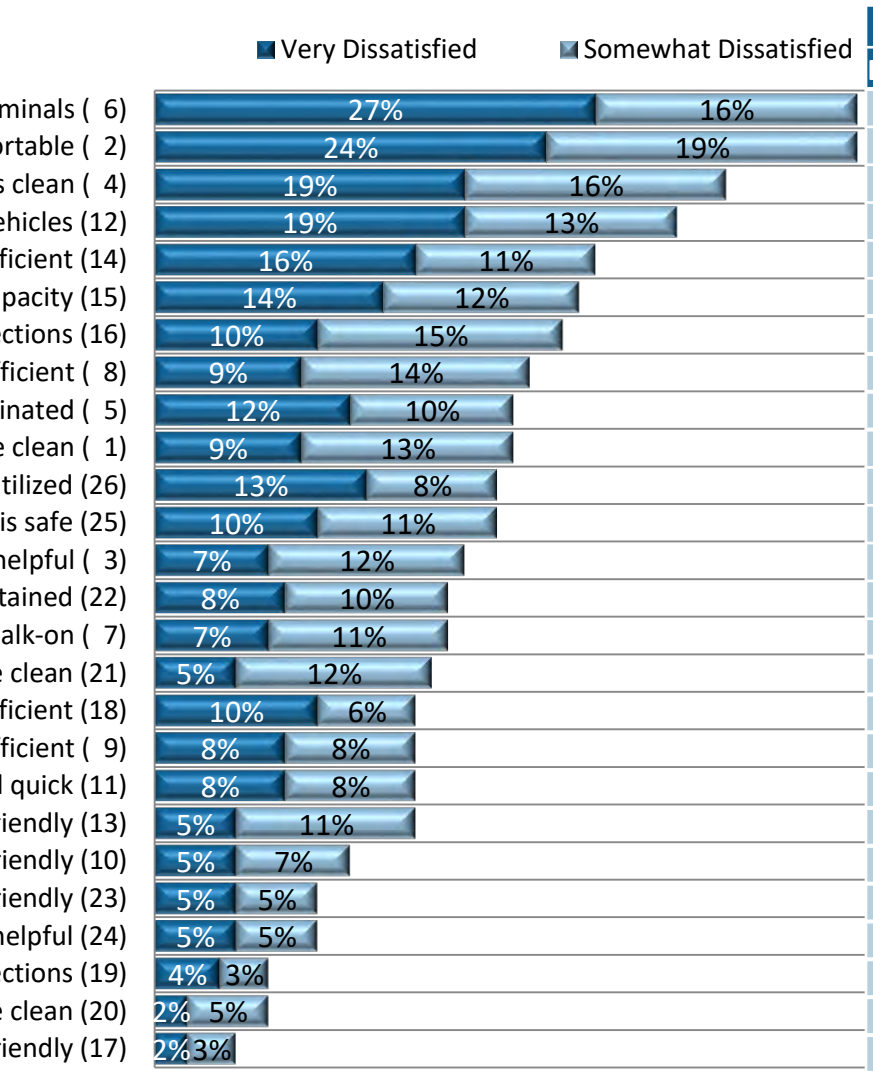
- This table gives an overview of the individual attribute quad charts that follow
- For each attribute, the table shows:
  - The percent of people who rated the attribute as 4 or 5 on the Importance scale.
  - Total dissatisfaction (1-2) for **Winter 2019, Winter 2018** and **Winter 2017.**
  - The **Change** in dissatisfaction from 2018 to 2019. **Red** indicates greater dissatisfaction in 2019 than in 2018.
  - * New attributes added in 2018

Summary of Attribute Dissatisfaction by Route

Color Code: Dissatisfaction Light (10-19%), Medium (20-29%), Heavy (>30%)	Import (4-5)	Dissat. (1-2)	Dissatisfaction by Route										
			SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Number of Respondents Varies by Question (Max n Size Shown)	3,441	3,441	638	253	78	389	309	154	23	138	526	865	68
Terminals are comfortable (2)	84%	**33%**	50%	51%	28%	18%	22%	24%	31%	9%	6%	20%	20%
Adequate parking near the terminals (attribute code # 6)	77%	**31%**	22%	30%	46%	29%	59%	22%	36%	35%	50%	14%	21%
Bathrooms in the terminals are clean and well maintained (4)	95%	**26%**	39%	48%	24%	16%	10%	8%	11%	7%	7%	15%	14%
Terminals are clean and well maintained (1)	92%	**14%**	27%	19%	5%	5%	5%	3%	11%	4%	3%	7%	9%
Efficiently processes vehicles through ticket lanes (12)	97%	**13%**	11%	9%	26%	7%	49%	9%	9%	5%	7%	7%	2%
Sailing schedule is adequately coordinated w/transit services (5)	70%	**12%**	11%	10%	15%	8%	23%	5%	33%	9%	9%	30%	54%
Vehicle loading procedures are efficient (14)	95%	**12%**	10%	16%	31%	5%	33%	14%	18%	2%	5%	17%	20%
Vehicle loading crews provide clear directions/hand signals (16)	95%	**12%**	9%	6%	23%	6%	31%	15%	21%	11%	11%	20%	18%
Walk-on passenger loading procedures are efficient (8)	91%	**11%**	14%	12%	13%	4%	7%	5%	11%	12%	14%	6%	5%
Loads ferries to capacity with little room between vehicles (15)	89%	**11%**	8%	4%	30%	6%	39%	11%	26%	3%	5%	13%	11%
Terminal to vessel walkway is safe (25)	91%	**11%**	13%	10%	21%	6%	10%	5%	4%	6%	15%	10%	10%
Terminal staff is helpful, competent and knowledgeable (3)	86%	**9%**	10%	12%	1%	7%	15%	6%	8%	7%	3%	5%	6%
Provides easy loading/unloading for walk-on passengers (7)	93%	**9%**	12%	9%	3%	5%	6%	3%	4%	4%	15%	9%	10%
Dock-side holding area fully utilized (26)	85%	**9%**	9%	5%	23%	4%	34%	8%	6%	3%	3%	5%	0%
Vehicle unloading procedures are efficient (18)	94%	**8%**	11%	10%	17%	5%	6%	5%	18%	2%	4%	6%	19%
Bathrooms on the ferries are clean and well maintained (21)	97%	**8%**	11%	9%	11%	8%	7%	10%	11%	2%	3%	9%	7%
Vessels are well maintained and safe (22)	95%	**8%**	10%	8%	2%	5%	11%	5%	16%	1%	2%	22%	16%
Walk-on passenger unloading procedures are efficient (9)	92%	**7%**	10%	6%	2%	4%	3%	7%	11%	4%	10%	8%	5%
Vehicle loading crew is friendly, courteous and polite (13)	88%	**7%**	7%	10%	8%	4%	16%	9%	5%	4%	4%	10%	7%
WSF makes buying tickets easy and quick (11)	95%	**6%**	5%	4%	12%	3%	28%	5%	5%	2%	3%	4%	0%
Toll booth staff is friendly, courteous and polite (10)	91%	**5%**	6%	9%	5%	4%	12%	4%	0%	0%	2%	3%	0%
Vehicle unloading crew provide clear direction/hand signals (19)	94%	**4%**	3%	5%	3%	2%	6%	5%	5%	5%	3%	6%	8%
Vessel crew is friendly, courteous and polite (23)	95%	**4%**	1%	1%	5%	2%	10%	10%	8%	2%	5%	5%	0%
Vessel crew is helpful, competent, knowledgeable (24)	96%	**4%**	4%	2%	2%	1%	8%	10%	0%	2%	6%	5%	0%
Ferry passenger seating areas are clean/comfortable (20)	95%	**3%**	3%	7%	0%	2%	4%	2%	7%	2%	1%	9%	7%
Vehicle unloading crew is friendly, courteous and polite (17)	86%	**2%**	3%	2%	2%	2%	4%	4%	5%	2%	1%	3%	4%

Dissatisfied Riders – Dissatisfaction by Attribute

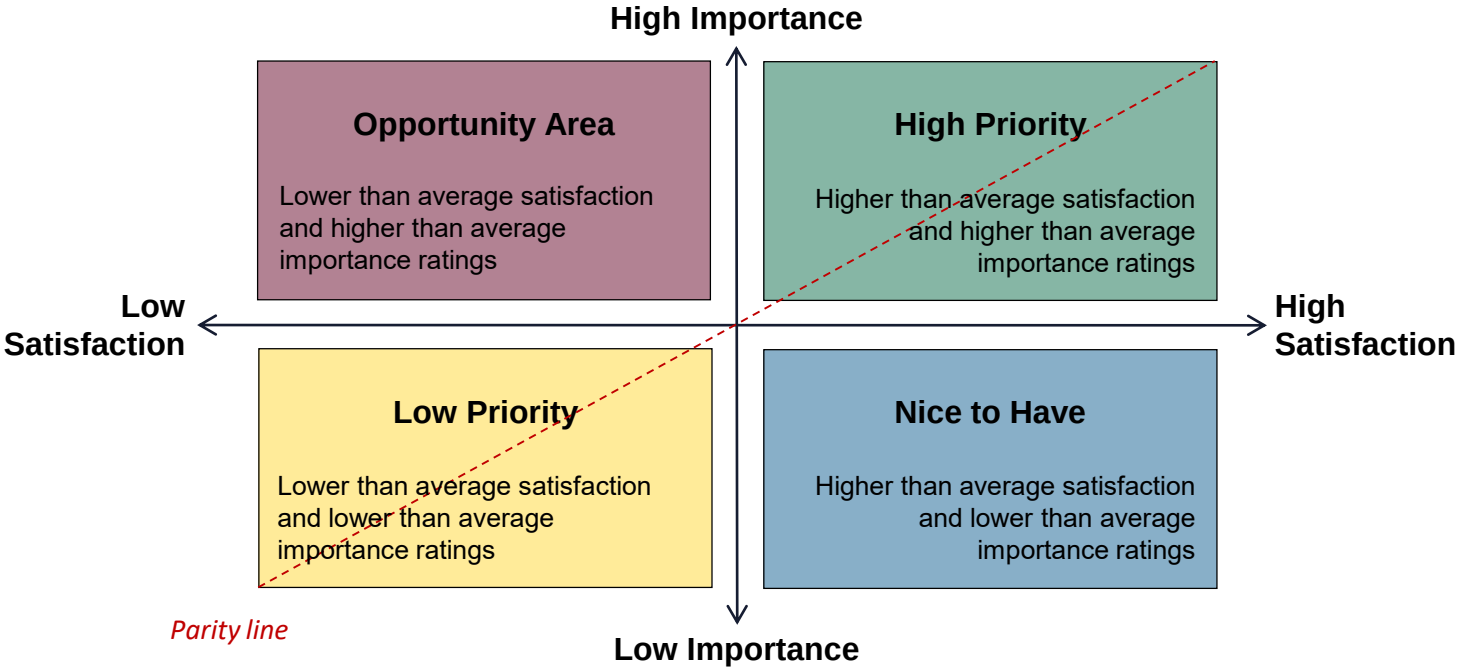
As expected, riders who are dissatisfied with WSF overall have higher dissatisfaction levels on every individual attribute tested. By far, dissatisfied riders are most unhappy with parking availability (43% - up 12% points from all riders – 31%).



	Dissatisfaction		
	Dissat Riders	All Riders	Difference
Adequate parking near terminals (6)	**43%**	31%	+12% pts
Terminals are comfortable (2)	**43%**	33%	+10% pts
Terminal bathrooms clean (4)	**35%**	26%	+9% pts
Efficiently processes vehicles (12)	**32%**	13%	+19% pts
Vehicle loading procedures efficient (14)	**27%**	12%	+15% pts
Loads ferries to capacity (15)	**26%**	11%	+15% pts
Loading crews provide clear directions (16)	**25%**	12%	+13% pts
Passenger loading efficient (8)	**23%**	11%	+12% pts
WSF and transit schedules coordinated (5)	**22%**	12%	+10% pts
Terminals are clean (1)	**22%**	14%	+8% pts
Dock-side holding area fully utilized (26)	**21%**	9%	+12% pts
Terminal to vessel walkway is safe (25)	**21%**	11%	+10% pts
Terminal staff is helpful (3)	**19%**	9%	+10% pts
Vessels are well maintained (22)	**18%**	8%	+10% pts
Easy loading/ unloading for walk-on (7)	**18%**	9%	+9% pts
Ferry bathrooms are clean (21)	**17%**	8%	+9% pts
Vehicle unloading procedures efficient (18)	**16%**	8%	+8% pts
Passenger unloading efficient (9)	**16%**	7%	+9% pts
Buying tickets easy and quick (11)	**16%**	6%	+10% pts
Vehicle loading crew is friendly (13)	**16%**	7%	+9% pts
Toll booth staff is friendly (10)	**12%**	5%	+7% pts
Vessel crew is friendly (23)	**10%**	4%	+6% pts
Vessel crew is helpful (24)	**10%**	4%	+6% pts
Unloading crews provide clear directions (19)	**7%**	4%	+3% pts
Passenger seating areas are clean (20)	**7%**	3%	+4% pts
Vehicle unloading crew is friendly (17)	**5%**	2%	+3% pts

Gap Analysis

- The following slides present quadrant charts comparing the *relative satisfaction* for each ferry attribute to the *relative importance* of that 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 are equal and identifies the ferry attributes with the greatest disparity between satisfaction and importance.
- Attributes considered important, but with low satisfaction (performance), are opportunity areas for WSF. Increasing awareness of these important attributes may help promote more positive impressions of the ferry system and boost overall satisfaction.

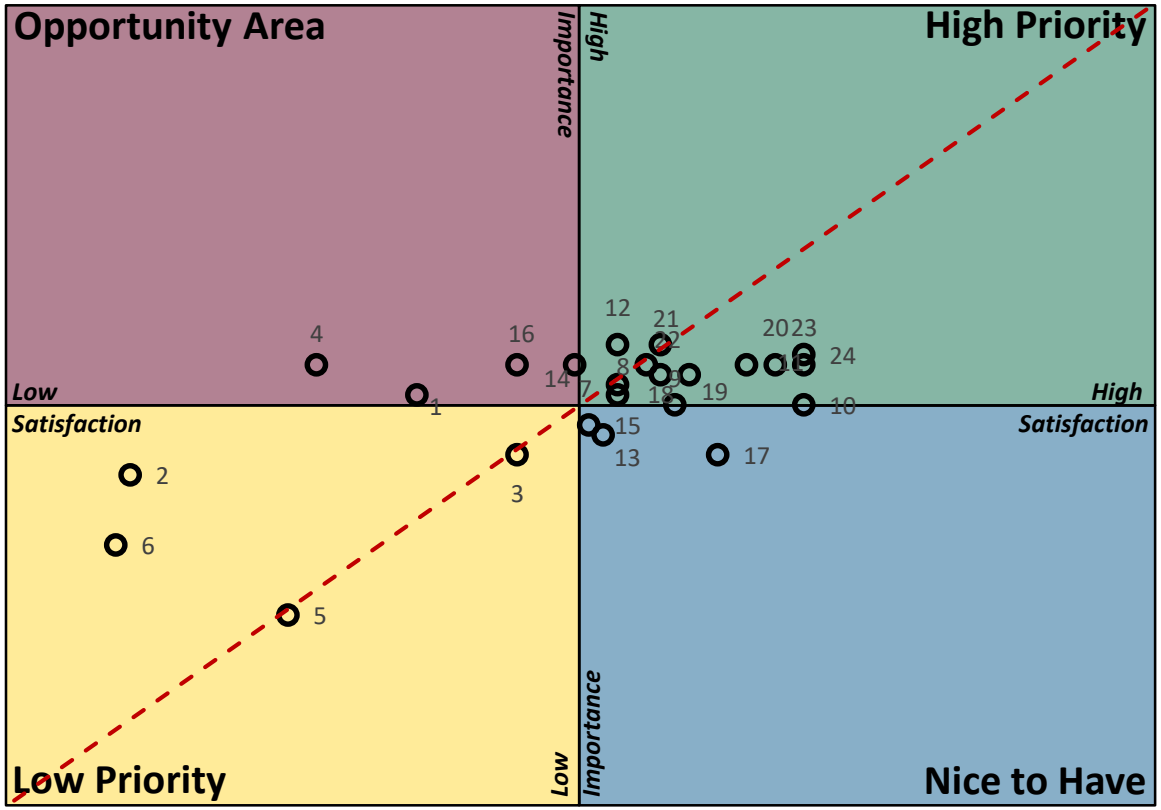


Gap Analysis: Overall - 2019

2019 Opportunity Areas: *Similar to past years, terminal bathroom cleanliness (4) and clear loading crew directions (16) are the key opportunity areas. Also opportunity areas are terminals are clean (1) and loading procedures efficient (14). While of lower priority to riders, the amount of parking near terminals (6) and terminals are comfortable (2) are underperforming.*

	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=1,247-3,080)***

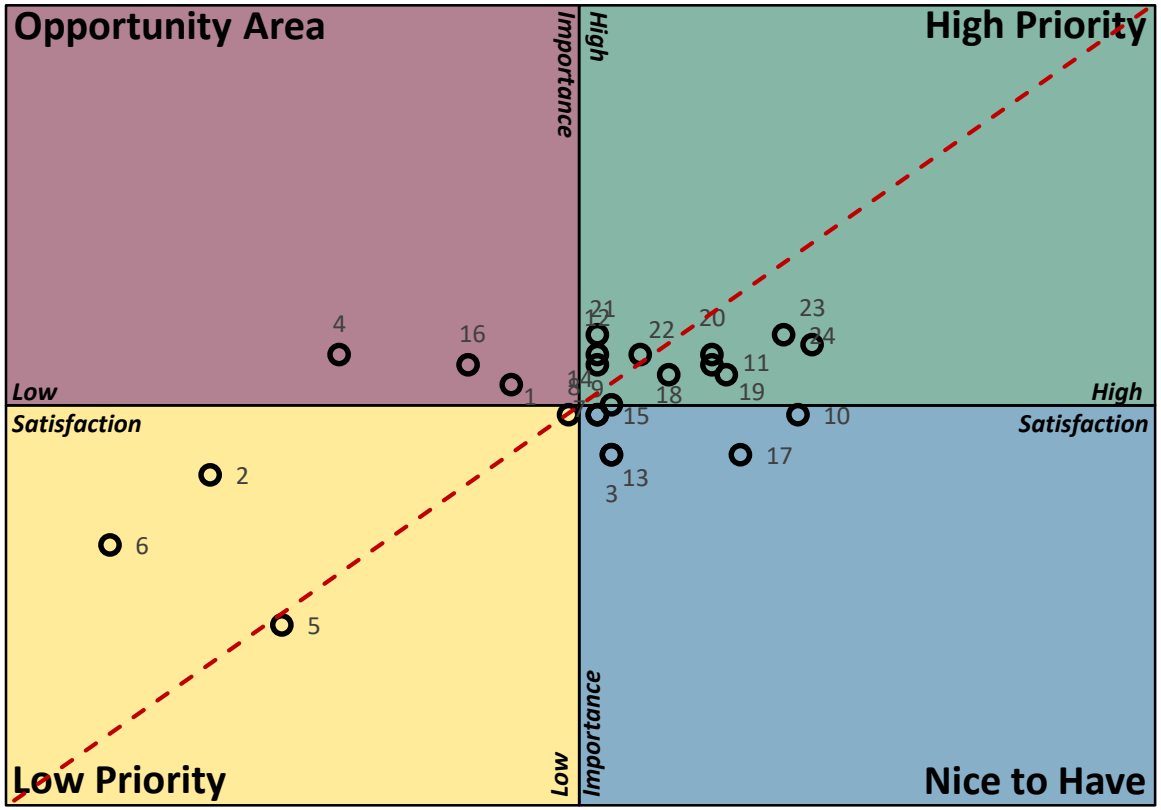


Gap Analysis: Overall - 2018

2018 Opportunity Areas: *Similar to past years, terminal bathroom cleanliness (4) and clear loading crew directions (16) are the key opportunity areas. While of lower priority to riders, the amount of parking near terminals (6) and terminals are comfortable (2) are underperforming by a wide margin.*

	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=1,278-3,490)***



Terminals Clean and Well Maintained

Dissatisfaction jumps 5 percentage points overall plus continues to be highest for Seattle/Bainbridge (27%) and Seattle/Bremerton (19%) over both winter 2018 and 2017. Seattle terminal being cited most often.

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	2200	525	200	45	220	224	106	21	91	282	439	47
The terminals are clean and well maintained	**Imp.** (4-5)	**92%**	94%	90%	88%	93%	81%	96%	85%	92%	94%	86%	86%
	Sat. (4-5)	**58%**	40%	37%	63%	74%	75%	70%	65%	78%	83%	66%	87%
	Dissat. (1-2)	**14%**	27%	19%	5%	5%	5%	3%	11%	4%	3%	7%	9%
2018	**Dissat.**	**9%**	18%	15%	2%	3%	2%	3%	0%	0%	1%	4%	0%
Change	**Dissat.**	**+5%**	**+9%**	**+4%**	**+3**	**+2%**	**+3%**	-	**+11%**	**+4%**	**+2%**	**+3%**	**+9%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Seattle	90%
Bremerton	5%
Fauntleroy	3%
Bainbridge	3%
Anacortes	2%

Attribute Key Code - 1 Overall Gap Analysis: Opportunity Area

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Bainbridge/Seattle - Very rude, unhelpful staff. Staff are not proactive about problem solving and wholly unsuited to any customer service role.
Seattle - Permanent construction has reduced capacity to a fraction of that required for comfortable use. Only half of the available turnstiles are being used even when it would be simple for the staff to use all.
Seattle - The bathrooms in the Seattle terminal are atrocious. And the homeless walking around bothering the passengers is beyond annoying.
Seattle - The terminal looks slummy and disheveled. I know that it is being remodeled but really? This is your best plan. Oh, and taking the Bremerton Slip away and giving to Bainbridge?
Seattle - Torn dirty and inadequate number of seats for people waiting. When summer comes there will be disabled and seniors sitting on the concrete floors waiting for your late running ferries, esp at Seattle terminal.
Point Defiance - does NOT have a decent restroom! Yes, there are portable potties although these are usually disgustingly dirty and sometimes LOCKED/CLOSED.
Fauntleroy - There are few places to sit comfortably and all of the furniture is 'worn out', the floors are typically dirty, the booth where you might purchase a ticket is cluttered and signage is unclear.

The Terminals are Comfortable

Dissatisfaction jumped across almost all routes over winter 2018 and continues to be the highest in Seattle/Bainbridge (50%) and Seattle/Bremerton (51%) for terminals are comfortable. The vast majority of that dissatisfaction for the Seattle terminal.*

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	2200	525	200	45	220	224	106	21	91	282	439	47
The terminals are comfortable (seating, temperature, etc.)	**Imp.** (4-5)	**84%**	89%	88%	70%	83%	69%	90%	72%	81%	86%	79%	86%
	Sat. (4-5)	**38%**	22%	22%	37%	49%	49%	38%	44%	63%	70%	50%	66%
	Dissat. (1-2)	**33%**	50%	51%	28%	19%	22%	24%	31%	9%	6%	20%	20%
2018	**Dissat.**	**23%**	35%	28%	22%	17%	15%	8%	20%	6%	8%	15%	10%
Change	**Dissat.**	**+10%**	**+15%**	**+23%**	**+6%**	**+2%**	**+7%**	**+16%**	**+11%**	**+3%**	**-2%**	**+5%**	**+10%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Seattle	79%
Bainbridge	10%
Fauntleroy	8%
Bremerton	4%
Southworth	4%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - It smells and when it's kinda warm the terminals feel like a swamp (even with the fans).
Seattle - Extremely limited seating. Very cold if it's cold out. Very hot if it's even slightly warm out. Walkway is a giant puddle. No concessions besides the convenience store, which has pretty limited hours.
Seattle - Cold, turnstiles are not all up and functioning properly. I use a rechargeable ferry pass. I cannot use this on the ONLY luggage pass through as well as several other turnstiles.
Lopez, Friday Harbor, Anacortes - Torn up seats. Inadequate seats/space. Bathroom smell.
Fauntleroy - The seats and locations to stand are difficult to maneuver when you are older and have issues. The staff is not very accommodating or friendly.
Edmonds, Kingston - Not nearly enough seating for passengers. Seating all very old and somewhat broken. Under construction, but still could offer more available seating.
Bremerton - Inadequate and poorly maintained seating. Doors often left open when it is windy and cold. Overcrowded
Anacortes - First, I walked on the ferry in March for a ski trip. On my return ferry trip I had to wait in the Anacortes terminal for 2 hours. There is uncomfortable seating and no tables where you can place a laptop.

Attribute Key Code - 2 Overall Gap Analysis: Low Priority Area

Terminal Bathrooms Clean & Well Maintained

Dissatisfaction is highest for Seattle/Bremerton (48%) and Seattle/Bainbridge (39%). The Seattle terminal continues to receive the vast majority of negative mentions.

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		2200	525	200	45	220	224	106	21	91	282	439	47
The bathrooms in the terminals are clean and well maintained	**Imp.** (4-5)	**95%**	97%	96%	82%	95%	91%	98%	71%	94%	97%	93%	86%
	Sat. (4-5)	**51%**	36%	20%	52%	63%	70%	81%	67%	75%	73%	62%	76%
	Dissat. (1-2)	**26%**	39%	48%	24%	16%	10%	8%	11%	7%	7%	15%	14%
2018	**Dissat.**	**21%**	35%	32%	13%	11%	7%	3%	3%	1%	7%	13%	18%
Change	**Dissat.**	**+5%**	**+4%**	**+16%**	**+11%**	**+5%**	**+3%**	**+5%**	**+8%**	**+6%**	**-**	**+2%**	**-4%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Seattle	79%
Bremerton	7%
Edmonds	4%
Bainbridge	4%
Fauntleroy	3%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Drug addicts and homeless people using the sink to bathe themselves, bathrooms are disgusting. I hold it until I get on the ferry or to work as often as I can.
Seattle - Bathrooms are disgusting. Always hair and other nasty stuff in the sinks and 'liquid' and debris on the floors. Door cutout I think was to discourage homeless loitering but how about keep homeless out of the terminal.
Seattle - Bathroom floors not particularly clean, especially around urinals. Poor lighting aggravates this impression
Fauntleroy, Vashon - Dirty, dark, last of products, mirrors are the kind for campsites, the soap dispenser in the women's restroom at Fauntleroy has a drip tray installed so close to the soap area that you can barely get your hand under it.
Coupeville - Cold temperature of room, cold water, no paper towels to clean children's mess or for other issues, needle disposal unit right in my face, loud obnoxious hand dryer cramped next to sink.
Bremerton - The bathrooms are not cleaned regularly and the terminal could be kept cleaner. A lot of transients use the restroom on SE side of terminal and most of the time they are dirty when I want to use them. Garbage everywhere etc.
Anacortes - There almost always is a pool of urine on the floor, under each urinal. It's easily avoided, but still it leaves an unpleasant smell. Further, the commodes (toilets) are almost always disgustingly messy. While this is entirely the fault of the patron-users, WSF should use public-relations efforts to combat the problem, and should probably fund a full-time bathroom janitor.

Attribute Key Code - 4 Overall Gap Analysis: Opportunity Area

Sailing Schedule Coordinated w/Transit

Dissatisfaction is highest for Anacortes/San Juan Island (30%) followed by Fauntleroy/Vashon (23%). All routes except Edmonds/Kingston (8%) and Mukilteo/Clinton (9%) received double digit dissatisfaction scores*.*

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	1893	526	199	41	202	184	84	18	56	254	281	48
WSF sailing schedule is adequately coordinated with transit services available at the terminal	**Imp.** (4-5)	**70%**	66%	73%	90%	61%	85%	86%	79%	52%	67%	65%	75%
	Sat. (4-5)	**49%**	50%	56%	36%	47%	34%	53%	27%	55%	60%	21%	26%
	Dissat. (1-2)	**12%**	11%	10%	15%	8%	23%	5%	33%	9%	9%	30%	54%
2018	**Dissat.**	**14%**	7%	25%	27%	15%	15%	13%	26%	5%	12%	36%	15%
Change	**Dissat.**	**-2%**	**+4%**	**-15%**	**-12%**	**-7%**	**+8%**	**-8%**	**+7%**	**+4%**	**-3%**	**-6%**	**+39%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Seattle	38%
Vashon	19%
Bainbridge	17%
Fauntleroy	16%
Anacortes	11%

Attribute Key Code - 5
Overall Gap Analysis:
Low Priority Area

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - There is no transit available at Colman dock, taxis deny short trips, no dedicated uber pickup and you allow people to sit and wait in the load zone not loading.
Bremerton - Buses will leave the terminal at 30 after even though a ferry is docking and we could get to the bus by 35 after. The next bus is not for an hour. There are ferries I have to leave the house almost 1.5 hours early to catch.
Fauntleroy - Often the boat misses the C bus by a minute, or arrives when the bus arrives but passengers aren't able to even sprint down the dock to make it before the bus pulls away.
Coupeville, Pt. Townsend - The ferry is often late and the bus has already left leaving me stranded in Keystone or having to hitch a ride with another passenger. Then I just feel like a beggar.
Bainbridge - The Jefferson County and Kitsap County bus schedules are adequate in- bound to the ferry but returning schedules from the ferry in Bainbridge to the Olympic peninsula are spotty.
Anacortes - Wait time is minimum of one hour and up to 2.5 hrs at the remarkably uncomfortable Anacortes terminal for connection with transit buses such as Belfair.
Anacortes - It would be nice if the Ferries could coordinate with Skagit Transit #410. At least to get to Anacortes
Anacortes - Because it is not coordinated with either of public transit or the Belfair shuttle in Anacortes, meaning significant delays waiting for transit that can snowball into lengthy delays in transit trips.

Adequate Parking Near Terminals

Dissatisfaction is highest for Fauntleroy/Vashon (59%) and Mukilteo/Clinton (50%) followed by Seattle/Bremerton (30%). All routes performed poorly on adequate parking near terminal.*

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	1893	526	199	41	202	184	84	18	56	254	281	48
There is adequate parking near the terminals	**Imp.** (4-5)	**77%**	75%	59%	97%	88%	90%	62%	83%	81%	90%	73%	67%
	Sat. (4-5)	**37%**	39%	39%	24%	43%	16%	41%	35%	40%	30%	50%	60%
	Dissat. (1-2)	**31%**	22%	30%	46%	29%	59%	22%	36%	35%	50%	14%	21%
2018	**Dissat.**	**30%**	19%	30%	41%	20%	55%	23%	29%	30%	57%	10%	0%
Change	**Dissat.**	**+1%**	**+3%**	-	**+5%**	**+9%**	**+4%**	**-1%**	**+7%**	**+5%**	**-7%**	**+4%**	**+21%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Seattle	24%
Bainbridge	19%
Fauntleroy	17%
Mukilteo	16%
Vashon	15%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Mukilteo - There is very limited overnight public parking in the area. We would like guests to be able to park and walk on the ferry to Clinton and then return to Mukilteo to pick up there car later.
Fauntleroy - Dissatisfied because there isn't any parking at Fauntleroy unless you are a vanpool.
Edmonds - Lack of available park & rides for visitors close to Edmonds ferry terminal that want to walk onto the ferry to avoid the long lines that drivers experience on the weekends.
Clinton - The most parking available is a big walk up hill. The pay parking close is limited and expensive.
Bremerton - Has increasingly less options for safe, reliable, 'cost tolerable' parking. I now take the 0450 ferry just so I can find close affordable parking.
Bainbridge - One day I went to catch the 11:30 ferry. Drove all of the ferry parking lots and finally found the only spot available while I watched others searching for a spot.
Bainbridge - I have missed a late-morning boat more than once because I couldn't find a place to stow my car.
Anacortes - I pay a BOATLOAD (close to $600 per year) to park my car at the Anacortes terminal -- yet sometimes (especially on a Friday in the Summer, but other times as well), I can't park in the lot nearest the terminal. In fact the parking permit I get doesn't actually guarantee that there will be space for me at the terminal ANYWHERE. Why shouldn't I have a guaranteed space for the cost of my annual permit?

Attribute Key Code - 6 Overall Gap Analysis: Low Priority Area

Passenger Walkway is Comfortable and Safe

*Dissatisfaction is highest for Mukilteo/Clinton (15%) and Seattle/Bainbridge (13%) *. The Seattle, Bainbridge and Mukilteo terminals are cited most often.*

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	1893	526	199	41	202	184	84	18	56	254	281	48
The terminal to vessel passenger walkway is comfortable and safe	**Imp.** (4-5)	**91%**	93%	94%	97%	93%	84%	85%	60%	93%	93%	85%	79%
	Sat. (4-5)	**67%**	59%	79%	58%	76%	71%	85%	55%	82%	61%	69%	61%
	Dissat. (1-2)	**11%**	13%	10%	21%	6%	10%	5%	4%	6%	15%	10%	10%
2018	**Dissat.**	**9%**	9%	10%	3%	5%	2%	15%	0%	6%	18%	5%	11%
Change	**Dissat.**	**+2%**	**+4%**	**-**	**+18%**	**+1%**	**+8%**	**-10%**	**+4%**	**-**	**-3%**	**+5%**	**-1%**

**Among those routes that have a substantial number of respondents. This is a new attribute asked in 2018 only.*

Top 5 Unsatisfactory Terminals	
Seattle	50%
Bainbridge	26%
Mukilteo	14%
Clinton	12%
Vashon	7%

Special Question Asked in Winter 2018 & 2019

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Walkway is toooo small! It feels rickety. Rusting and slippery!
Seattle - Have you been on a later ferry from the Seattle side? The transits and homeless make the area around, and within the terminal since the passenger holding area was eliminated as part of the turnstile system.
Kingston - No surprise here: It is an open air ramp and waiting area. It is COLD and DAMP in the winter. Those hanging heaters are a joke. Extremely directional and unless one stands precisely and DIRECTLY under them they do no good. The women's restroom used to be heated, but not any more. The one warm place to wait has been taken away. Enclose the waiting area and give us some heat.
Friday Harbor - Off loading passengers in Friday Harbor is always a problem. Cars cannot wait to pick up passengers and passengers walk in front of off-loading cars.
Fauntleroy - long walk from bus to ferry all out in open...if the connection time is close hopefully you can run.
Clinton - Icy and not prepped ever enough for the 4:40 walk-ons.
Bainbridge - Feels unstable when people are walking off the boat and you are standing waiting to board.
Anacortes - Absolutely not comfortable in a cold, driving rain -- or snow -- when you're basically outside walking off the boat (and, to reiterate, every morning we have to get off from the car deck in the Winter -- squeezing between large, dirty trucks to get to the front of the vessel).

Efficiently Process Vehicles

*Dissatisfaction is highest for Fauntleroy/Vashon (49%) and Seattle/Bainbridge (11%) *. The Fauntleroy terminal is cited by the vast majority of dissatisfied 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	2997	512	177	71	355	288	133	17	117	478	784	65
WSF efficiently processes vehicles through ticket lanes	**Imp.** (4-5)	**97%**	95%	97%	93%	97%	98%	97%	92%	96%	99%	95%	98%
	Sat. (4-5)	**72%**	71%	77%	60%	78%	30%	71%	43%	95%	84%	76%	76%
	Dissat. (1-2)	**13%**	11%	9%	26%	7%	49%	9%	9%	5%	7%	7%	2%
2018	**Dissat.**	**12%**	10%	6%	31%	7%	45%	19%	15%	1%	4%	10%	21%
Change	**Dissat.**	**+1%**	**+1%**	**+3%**	**-5%**	**-**	**+4%**	**-10%**	**-6%**	**+4%**	**+3%**	**-3%**	**-19%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Fauntleroy	46%
Seattle	26%
Edmonds	11%
Clinton	7%
Bainbridge	7%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Mukilteo, Clinton - Often there are not enough ticket booths open so that there is a long line up the hill, even though the parking holding area is not full.
Fauntleroy - Cars that need to buy tickets hold up everyone who doesn't need to buy tickets, Need to specify one toll booth for cars needing to buy tickets.
Fauntleroy - Because all vehicles must stop at the booth whether they have a ticket or not. Different dock workers load differently - some will empty the dock and THEN load more cars and some just let the cars proceed during loading.
Edmonds, Kingston - Some tolls are faster than others. No rhyme or reason why during peak hours there is only 1 open booth to process all cars. Holding area in Edmonds too small.
Edmonds - A third ticket booth opened when outgoing ferry was still loading (the last lane) which enabled drivers farther back in line to go forward and make that ferry, and those of us who were there earlier got to wait for next ferry.
Clinton - I prefer the method used in Mukilteo where there is one line going to the toll booths & the next person in line goes to the next open booth rather than lining up several vehicles at each booth.
Anacortes - It's completely ridiculous to have four tollbooths open and selling tickets, then have all four lanes neck down to a single, redundant 'gatekeeper' who tells you what lane to park in.
Anacortes - First in reservations were boarded last putting us last off. Why?

Attribute Key Code - 12
Overall Gap Analysis:
High Priority Area

Existing Dock-side Holding Areas Fully Utilized

*Dissatisfaction is highest for Fauntleroy/Vashon (34%) *. Also highly mentioned is Point Defiance/Tahlequah (23%). The Fauntleroy terminal is the most often cited.*

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	2997	512	177	71	355	288	133	17	117	478	784	65
Existing vehicle dock-side holding areas are being fully utilized	**Imp.** (4-5)	**85%**	82%	84%	90%	84%	92%	89%	66%	89%	88%	78%	76%
	Sat. (4-5)	**73%**	69%	73%	52%	84%	45%	76%	62%	89%	82%	77%	75%
	Dissat. (1-2)	**9%**	9%	5%	23%	4%	34%	8%	6%	3%	3%	5%	0%
2018	**Dissat.**	**8%**	5%	2%	21%	3%	27%	18%	32%	1%	3%	4%	4%
Change	**Dissat.**	**+1%**	**+4%**	**+3%**	**+2%**	**+1%**	**+7%**	**-10%**	**-26%**	**+2%**	**-**	**+1%**	**-4%**

**Among those routes that have a substantial number of respondents. This is a new attribute asked in 2018 only.*

Top 5 Unsatisfactory Terminals	
Fauntleroy	48%
Seattle	30%
Kingston	7%
Mukilteo	6%
Edmonds	4%

Special Question Asked in Winter 2018 & 2019

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Holding area in Seattle is very poorly managed. There are no easy accesses to bathrooms, entrance is confusing (with regards to traffic signs), there is no update on what is going on when you are in the holding area.
Mukilteo - Sometimes the attendants only fill half the lot which leaves you parked up the hill.
Kingston - Because several times the lot was half empty and they held us on the road so we couldn't turn every thing off and relax because we had no way of knowing what was going on and wasted a lot of gas and created stress.
Fauntleroy - It's so frustrating in the spillover street when people cut in front of me because I'm respecting driveway space. Or I'm wanting to go on a Southworth only boat, but Vashon people are in line ahead of me!
Fauntleroy - Dock half full and boat left not fully loaded - despite a long line of cars - because cars were backed up trying to get through the ticket booth.
Fauntleroy - Because they are not fully utilized. There can be half a dock full, people being held at the ticket booth and lines clear past the park.
Anacortes - The area was littered with trash on the ground. Cars and trucks were intermingled in a way that made the loading unpleasant due to vehicle exhaust shooting into my window.
Anacortes - Cars should be directed to line up in both the holding lanes on an alternating basis rather than having one lane fill up then the other.

Vehicle Loading Efficiency

Dissatisfaction is highest for Fauntleroy/Vashon (33%) and Anacortes/San Juan Islands (17%) followed by Seattle/Bremerton (16%). Fauntleroy terminal is cited the most.*

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	2997	512	177	71	355	288	133	17	117	478	784	65
WSF vehicle loading procedures are efficient	**Imp.** (4-5)	**95%**	94%	96%	95%	93%	96%	97%	87%	98%	96%	95%	96%
	Sat. (4-5)	**69%**	72%	70%	52%	80%	38%	62%	58%	81%	78%	61%	54%
	Dissat. (1-2)	**12%**	10%	16%	31%	5%	33%	14%	18%	2%	5%	17%	20%
2018	**Dissat.**	**10%**	6%	7%	26%	6%	29%	15%	24%	4%	7%	10%	13%
Change	**Dissat.**	**+2%**	**+4%**	**+9%**	**+5%**	**-1%**	**+4%**	**-1%**	**-6%**	**-2%**	**-2%**	**+7%**	**+7%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Fauntleroy	35%
Seattle	30%
Bainbridge	11%
Anacortes	10%
Edmonds	9%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle, Bainbridge - I'm very tired of having a different loading procedure every time I board. Staff seem to make it up with each trip. Loading at Coleman is way too slow and frequently causes delays.
Friday Harbor, Anacortes - The loading process is often slow which makes the ferry departure late. Factor in the full potential loading time so the ferry can leave on time!
Mukilteo - Has the cross traffic problem and I don't feel the WSF employees are doing enough to hold the traffic back and give priority to the ferry traffic. The result is the ferry runs behind schedule on both ends.
Fauntleroy - One particular crew has not found an efficient way to accommodate buses, losing 2-3 car spaces with each bus on board.
Fauntleroy - Has to do with how cars are directed onto dock. Seems like a long delay between the last car leaving the boat before cars are loaded.
Edmonds, Kingston - load crews do not minimize distance between vehicles until after the vehicle was stopped.
Anacortes - Loading is unnecessary delayed because the loading crew don't seem to talk to one another and give contradictory signals.
Anacortes - First of all I don't understand the loading/unloading procedure at all but so many times we get stopped as we are being loaded onto the ferry and the crew member starts looking around like he doesn't know what he is doing.

Attribute Key Code - 14 Overall Gap Analysis: Opportunity Area

Loads Ferries to Capacity

Dissatisfaction is highest for Fauntleroy/Vashon (39%) and Anacortes/San Juan Islands (13%) followed by Fauntleroy/Southworth (11%). Fauntleroy terminal is cited most often.*

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	2997	512	177	71	355	288	133	17	117	478	784	65
WSF loads ferries to capacity with little room between vehicles	**Imp.** (4-5)	**89%**	86%	93%	93%	88%	92%	91%	73%	87%	92%	85%	81%
	Sat. (4-5)	**70%**	73%	79%	45%	78%	35%	70%	52%	80%	80%	64%	73%
	Dissat. (1-2)	**11%**	8%	4%	30%	6%	39%	11%	26%	3%	5%	13%	11%
2018	**Dissat.**	**10%**	7%	4%	22%	6%	27%	15%	50%	5%	7%	8%	16%
Change	**Dissat.**	**+1%**	**+1%**	-	**+8%**	-	**+12%**	**-4%**	**-34%**	**-2%**	**-2%**	**+5%**	**-5%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Fauntleroy	45%
Seattle	23%
Bainbridge	14%
Vashon	13%
Kingston	12%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Mukilteo, Clinton - Been riding the ferries since 1963. Remember the days when the crews actually hustled and loaded boats to capacity. Why have a 144 vehicle capacity and lucky to fill 134.
Kingston - Frequently the boat leaves with spots open and cars in the holding lot. (I'm not talking about open spots over escape hatches).
Friday Harbor - I have watched crews leave large spaces for the first half of the boat and then realize by other crew members to pack them in - jam cars and truck making it difficult to get in and out of your vehicle.
Fauntleroy - Please load the boats fully before taking off! It's so frustrating on the week days when boats leave 3/4 full and the line goes back an hour.
Fauntleroy - Boats during rush hour will often leave half full while there is a line up the hill. It is very disconcerting to wait in the ferry line for upwards of 40 minutes and then get on a boat that sails half full.
Edmonds, Kingston - Although lots of attention is given to tightly packing the last few cars, little attention is given to close parking for the first cars to board, resulting in big gaps between cars.
Bainbridge - Even on busy commuter boats they leave about 4 feet between cars on the side lanes. In the middle they make sure to have everyone pull up all the way, but they don't even watch on the side lower and upper decks.

Attribute Key Code - 15
Overall Gap Analysis: Nice To have Area

Vehicle Loading Crews Provide Clear Directions

Dissatisfaction continues to be highest for Fauntleroy/Vashon (31%) followed by Anacortes/San Juan Islands (20%) Fauntleroy/Southworth (15%), and Mukilteo/Clinton (11%). Fauntleroy and Seattle are the most cited terminals.*

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	2997	512	177	71	355	288	133	17	117	478	784	65
WSF vehicle loading crews provide clear directions / hand signals	**Imp.** (4-5)	**95%**	93%	97%	88%	95%	96%	96%	79%	98%	98%	96%	94%
	Sat. (4-5)	**65%**	72%	69%	48%	70%	38%	62%	64%	74%	67%	57%	60%
	Dissat. (1-2)	**12%**	9%	6%	23%	6%	31%	15%	21%	11%	11%	20%	18%
2018	**Dissat.**	**13%**	12%	5%	24%	9%	21%	13%	17%	5%	15%	15%	23%
Change	**Dissat.**	**-1%**	**-3%**	**+1%**	**-1%**	**-3%**	**+10%**	**+2%**	**+4%**	**+6%**	**-4%**	**+5%**	**-5%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Terminals	
Fauntleroy	31%
Seattle	21%
Vashon	16%
Mukilteo	16%
Anacortes	12%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Mukilteo, Clinton - The hand signals are many times so confusing I have to stop until the person makes a clearer one. Than they snarl at you, Keeping the arms beside their body, not looking at you or talking to someone else is just bad.
Fauntleroy, Southworth - Many times, I've seen ferry workers give unintelligible hand signals, then get angry at drivers for not knowing what to do. The workers don't seem to understand that their hand signals are difficult to understand.
Fauntleroy - Loading staff need much more training in giving hand signals. Often they wave vaguely and then yell at you when you go in the wrong lane.
Edmonds, Kingston - Sometimes the crew members seem inpatient if you do not immediately know which way they want you to go. I feel sorry for visitors or drivers who are not familiar with the boarding procedures.
Clinton - Loaders gave contradictory instruction by hand signal more than once for lane to use and place to stop the car.
Bainbridge - I have noticed they will just point to an unspecified lane and not make it clear exactly where they want you to go. If you don't know and stop to ask or 'go to the wrong lane' they get mad and raise their voices.
Anacortes - On board crew provide inconsistent signals and do not make any effort to maximize number of vehicles loaded. Lots of 'lazy loading'.
Anacortes - Grumpy employees, poor directions to getting to a spot on ferry. Not happy get another job. I am really tired of crabby employees and summer hasn't even gotten here yet.

Attribute Key Code - 16 Overall Gap Analysis: Opportunity Area

Ferry Bathrooms are Clean/Maintained

Dissatisfaction is highest for Seattle/Bainbridge (11%) and Fauntleroy/Southworth (10%) routes. The Puyallup is cited most often.*

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		3080	597	222	62	343	266	135	23	123	434	810	65
The bathrooms on the ferries are clean and well maintained	**Imp.** (4-5)	**97%**	98%	96%	99%	97%	95%	98%	84%	99%	99%	97%	100%
	Sat. (4-5)	**75%**	73%	68%	81%	75%	72%	76%	65%	87%	83%	70%	82%
	Dissat. (1-2)	**8%**	11%	9%	11%	8%	7%	10%	11%	2%	3%	9%	7%
2018	**Dissat.**	**8%**	9%	12%	4%	10%	4%	5%	7%	3%	5%	8%	5%
Change	**Dissat.**	**-**	**+2%**	**-3%**	**+7%**	**-2%**	**+3%**	**+5%**	**+4%**	**-1%**	**-2%**	**+1%**	**+2%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Vessels	
Puyallup	16%
Wenatchee	14%
Tacoma	13%
Walla Walla	12%
Hyak	11%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Kennewick, Kittitas, Tokitae - Automatic flush toilets do not work. On older boats, the bathrooms are worn out and dirty. Hand dryers on older boats do not dry hands at all.
Hyak, Walla Walla, Chimacum - The ferries are usually disgusting and have no hooks to hang purses or coats leaving you to hold them as you try and go . The floors are usually the worst...sticky and nasty.
Hyak, Elwha, Samish - All the men's room stink and are not very clean, while the workers sit around.
Hyak - Boats are rusty and very unattractive. They look terrible to visitors from around the world and country. Some of the bathrooms on some of the boats are dirty.
Elwha - Closed toilet stalls, sink area not clean.
Chimacum - Bathroom is just a mess. For a brand new ferry we're amazed how this ferry looks. Every time we ride we expect it to get better but it only gets worse.
Chelan, Hyak, Elwha, Yakima - They look and feel dingy and grubby and dank. The floors usually look like they need to be cleaned.
Cathlamet - Broken latches on the toilet stalls. Toilets that flush constantly when you're trying to use them but don't auto-flush when you've finished.

Attribute Key Code - 21
Overall Gap Analysis:
High Priority Area

Vessels are Well Maintained/Safe

Dissatisfaction is highest on the Anacortes/San Juan (22%) followed by the Fauntleroy/Vashon (11%) and Seattle/Bainbridge (10%) routes. The Wenatchee and Tacoma are cited most often.*

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	3080	597	222	62	343	266	135	23	123	434	810	65
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	**Imp.** (4-5)	**95%**	96%	95%	88%	96%	91%	98%	71%	95%	97%	94%	96%
	Sat. (4-5)	**74%**	74%	67%	84%	77%	70%	66%	60%	84%	85%	51%	58%
	Dissat. (1-2)	**8%**	10%	8%	2%	5%	11%	5%	16%	1%	2%	22%	16%
2018	**Dissat.**	**5%**	5%	5%	0%	5%	8%	5%	15%	4%	3%	15%	10%
Change	**Dissat.**	**+3%**	**+5%**	**+3%**	**+2%**	-	**+3%**	-	**+1%**	**-3%**	**-1%**	**+7%**	**+6%**

**Among those routes that have a substantial number of respondents.*

Top 5 Unsatisfactory Vessels	
Wenatchee	17%
Tacoma	17%
Hyak	15%
Puyallup	12%
Walla Walla	11%

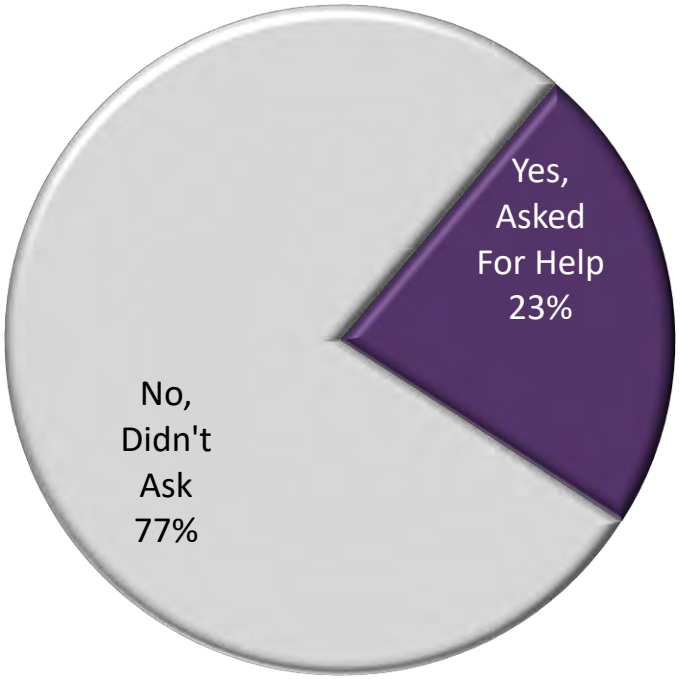
Attribute Key Code - 22 Overall Gap Analysis: High Priority Area

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Kaleetan - It is a rust bucket and the interior floors are disgustingly filthy. One crew member told me that there was not enough staff for cleaning the floors.
Chimacum - Needs cup holders at the seats at both ends!!! And more outlets in the bathroom for morning commuters!
Hyak - Desperately needs 'de-rusting' and painting unless WSDOT plans to retire it soon. I am concerned, too, in the recent maintenance issues with the newest ferries. Low bid?
Wenatchee - Overall rust, dirty floors, walls scuffed. Just does not looked well cleaned and maintained. Problem is with deeper cleaning. Tables and chairs and surfaces are cleaned well between trips.
Elwha - There is a lack of confidence due to rust, grinding engines, outdated services. We often feel like our route is the old mosquito fleet.
Chetzemoka, Cathlamet - Boat seems to be rusting and falling apart. Filthy windows.
Chelan, Hyak, Elwha - Have you ever looked at the amount of rust on these boats? It's scary! The crews do an good job of keeping the passenger deck levels clean. The stairs could use a good steam cleaning.
Chelan, Elwha, Yakima - I have ridden the ferries for more than 70 years. They have been beautifully maintained in the past and were a source of pride for me. Now they are rusty and look bad. I know they are safe, but the impression they make is bad.

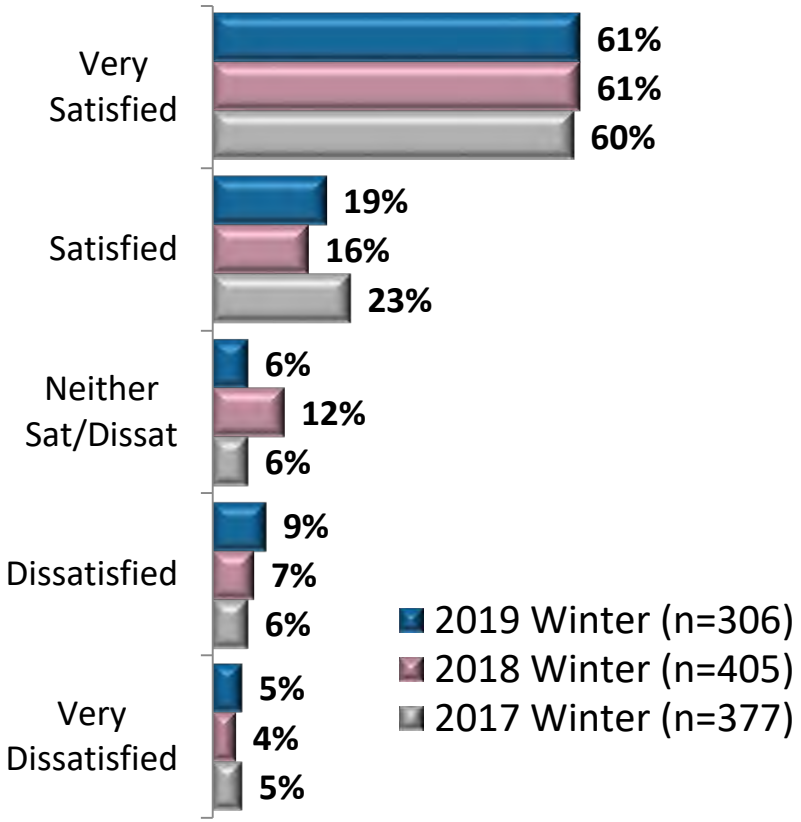
Help/Assistance From Vessel Staff

About one-in-four riders have asked the vessel staff for help (23%) and most (80%) were satisfied with the assistance they received. About one in seven (14%) continue to not be satisfied with the vessel staff help/assistance.

Asked WSF Vessel Staff For Help/Assistance



Satisfaction With WSF Vessel Staff Help/Assistance



Q103. Did you specifically ask a WSF vessel staff member for help/assistance during the Winter period (January 6th through March 30th 2018)?
Q104. How satisfied were you with the help/assistance the WSF vessel staff member gave you?

On Time Departures and Arrivals

Departure dissatisfaction is highest for Fauntleroy/Vashon (50%), Fauntleroy/Southworth (35%) and Seattle/Bainbridge (28%) routes. On-time departure dissatisfaction increased the most on the Fauntleroy/Vashon route over 2018.*

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	3441	638	253	78	389	309	154	23	138	526	865	68
WSF has on-time/dependable departures	**Imp.** (4-5)	**96%**	96%	99%	93%	97%	89%	99%	100%	96%	96%	97%	98%
	Sat. (4-5)	**57%**	52%	58%	47%	77%	19%	45%	14%	85%	72%	44%	27%
	Dissat. (1-2)	**22%**	28%	24%	29%	10%	50%	35%	75%	3%	5%	26%	48%
2018	**Dissat.**	**9%**	6%	17%	14%	4%	24%	14%	19%	1%	7%	9%	2%
Change	**Dissat.**	**+13**	**+22%**	**+7%**	**+15%**	**+6%**	**+26%**	**+21%**	**+56%**	**+2%**	**-2%**	**+17%**	**+46%**

Arrival dissatisfaction is highest for Fauntleroy/Vashon (46%) and Fauntleroy/Southworth (33%) routes. On-time arrival dissatisfaction increased the most on the Fauntleroy/Vashon route over 2018.*

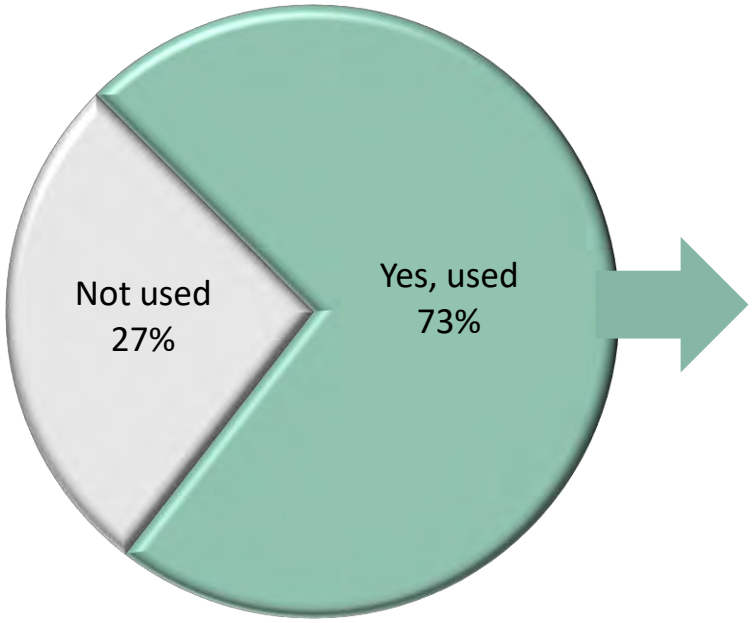
Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
	Respondents	3441	638	253	78	389	309	154	23	138	526	865	68
WSF has on-time/dependable arrivals	**Imp.** (4-5)	**94%**	96%	98%	89%	96%	85%	98%	90%	96%	93%	95%	98%
	Sat. (4-5)	**61%**	55%	73%	50%	80%	22%	48%	20%	84%	74%	44%	27%
	Dissat. (1-2)	**18%**	25%	7%	28%	7%	46%	33%	65%	3%	4%	25%	40%
2018	**Dissat.**	**6%**	5%	6%	13%	2%	17%	12%	16%	0%	6%	8%	1%
Change	**Dissat.**	**+12%**	**+20%**	**+1%**	**+15%**	**+5%**	**+29%**	**+21%**	**+49%**	**+3%**	**-2%**	**+17%**	**+39%**

**Among those routes that have a substantial number of respondents.*

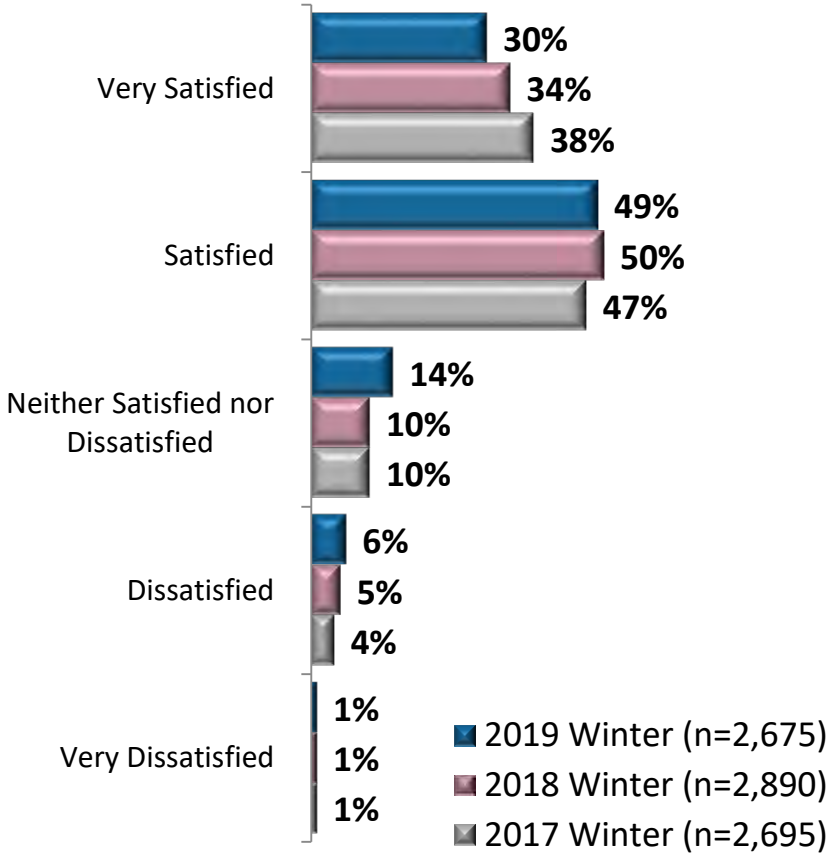
Using WSF Website

Three-fourths of riders (73%) have used the WSF website and most (79%) continue to say they are satisfied with their experience while 7% say they are dissatisfied.

Used WSF Website



Experience Using Website

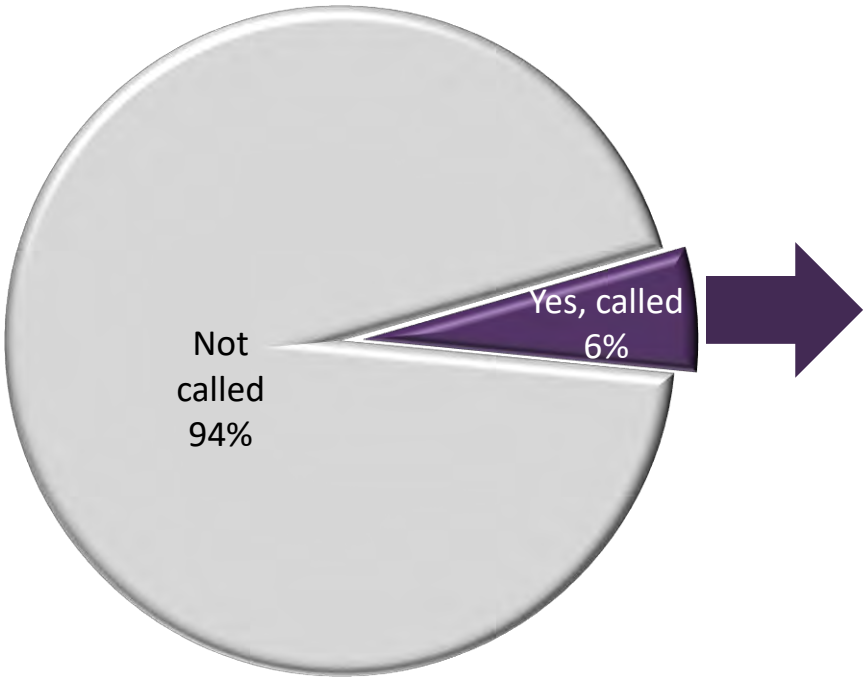


Q90. During the Winter Schedule period (January 6th through March 30th 2019), have you for any reason used the WSF website?
Q91. How satisfied were you with your experience using the WSF website?

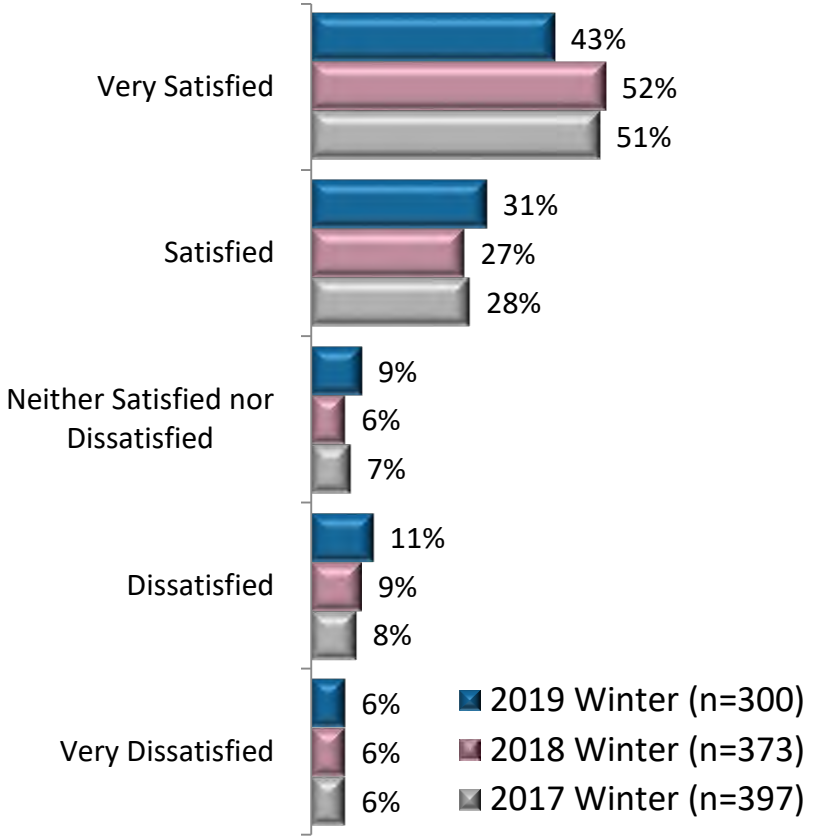
Calling WSF Customer Service by Phone

About one-in-twenty (6%) riders have contacted WSF customer service by phone and most (74%) are satisfied and 17% are dissatisfied with their experience.

Called WSF Customer Service



Experience Calling WSF



Q93. During the Winter Schedule period (January 6th through March 30th 2019), have you for any reason called WSF Customer Service by phone?
Q94. How satisfied were you with your experience calling the WSF by phone?

Questions?

THANK YOU!

For More Information Contact:

Reema Griffith, WSTC Executive Director

Bill Young, Survey Program Project Manager

360.705.7070

Executive Summary

OVERALL SATISFACTION

- In contrast to steady performance scores from 2015 to 2018, the overall winter 2019 satisfaction (67%) with WSF service has declined significantly.
- While still strong satisfaction levels at 67% (36% Satisfied plus 31% Extremely Satisfied) a 9-percentage point decline is in sharp contrast to steady levels seen over the last 5 years.
- Dissatisfaction in winter 2019 increased 6 percentage points to 24%, with both the extremely dissatisfied (7%) and somewhat dissatisfied (17%) being at their highest levels since 2010.
- Riders on the Fauntleroy/Vashon (58%), San Juan Inter-Island (45% - caution small sample size) and Southworth/Vashon (44% - caution small sample size) routes show both an increase in and higher levels of dissatisfaction than other routes. Fauntleroy/Southworth, Point Defiance/Tahlequah, Anacortes/San Juan, and Seattle/Bainbridge also have higher levels of dissatisfaction in winter 2019 than in winter 2018.
- In contrast to riders' performance scores, the vast majority of riders systemwide (64%) say WSF is a good value to them. In comparison, 9% say it is a poor value. These good value numbers are also consistent with winter 2018.
- The poor value scores did increase 5 percentage points for Fauntleroy/Vashon (2018 was 28%) while the other poor value scores remained mostly unchanged.

Executive Summary

PERFORMANCE MEASURES

- How riders interact with WSF has not changed from winter 2018 or 2017:
  - The study found most riders are likely to have visited the passenger vessel deck (89%).
  - Driving onto the ferry (86%) was the second most mentioned interaction point.
  - Three quarters (73%) say they have used the WSF website.
  - Slightly more than six in ten will visit the inside of a terminal (66%).
  - Six in ten will walk-on board (60%).
  - A third reported specifically asking a vessel crew member for assistance (33%) followed by general interaction with vessel crew (30%).
  - Only a few reported calling WSF customer service (6%).
- Of the attributes tested, the highest of importance in winter 2019 was placed on: “ferries bathrooms are clean” (97%), “efficiently processes vehicles” (97%) and “vessel crew is helpful” (96%).
- The attribute in which dissatisfaction increased by 10 percentage points was “terminals are comfortable.”
- Dissatisfaction also increased for both “terminal bathrooms are clean” and “terminals are clean” by 5 percentage points over winter 2018.
- Similar to past years systemwide, improvements in terminal bathroom cleanliness and providing clear loading crew directions are the key opportunity areas for improving rider satisfaction levels.
- Other opportunity areas for improvement are terminal cleanliness and vehicle loading procedures efficiencies.
- While of slightly lesser importance to all riders, the amount of parking near terminals and making terminals more comfortable for those that use them needs to be addressed.

Executive Summary

OPPORTUNITY AREAS FOR IMPROVEMENT BY ROUTE

- Specific areas of needed improvement by route, based upon riders' survey feedback is as follows:
  - **Seattle/Bainbridge** - Improve the comfort of the terminals and ensure the terminal bathrooms are clean.
  - **Seattle/Bremerton** – Improve the comfort of the terminals, ensure the terminal bathrooms are clean, and provide adequate parking near the terminal.
  - **Point Defiance/Tahlequah** – Provide adequate parking near the terminal, improve the efficiency of vehicle loading procedures, and load the ferries to capacity.
  - **Fauntleroy/Vashon** – Provide adequate parking near the terminal, efficiently process vehicles through ticket lanes, load the ferries to capacity, fully utilize dock-side holding areas, improve the efficiency of vehicle loading procedures, and ensure vehicle loading crews provide clear directions/hand signals.
  - **Southworth/Vashon** –Provide adequate parking near the terminal, ensure sailing schedules are adequately coordinated with transit services, and Improve the comfort of the terminal.
  - **Port Townsend/Coupeville and Mukilteo/Clinton** - Provide adequate parking near the terminal.
  - **Anacortes/San Juan Island and San Juan Interisland** – Ensure sailing schedules are adequately coordinated with transit services.

WSF WEBSITE

- Three-fourths of riders (73%) have used the WSF website and most (79%) continue to say they are satisfied with their experience, while 7% say they are dissatisfied. About five in ten (54%) cite misleading information, followed by poorly designed/organized information (46%) as the main reason for their dissatisfaction.

WSF PHONE CUSTOMER SERVICE

- About one-in-twenty (6%) riders have contacted WSF customer service by phone and most (74%) are satisfied, and 17% are dissatisfied with their experience. Most often cited reasons for dissatisfaction are call not returned (32%), unable to help (24%), or no answer (23%).

Executive Summary

RIDERSHIP

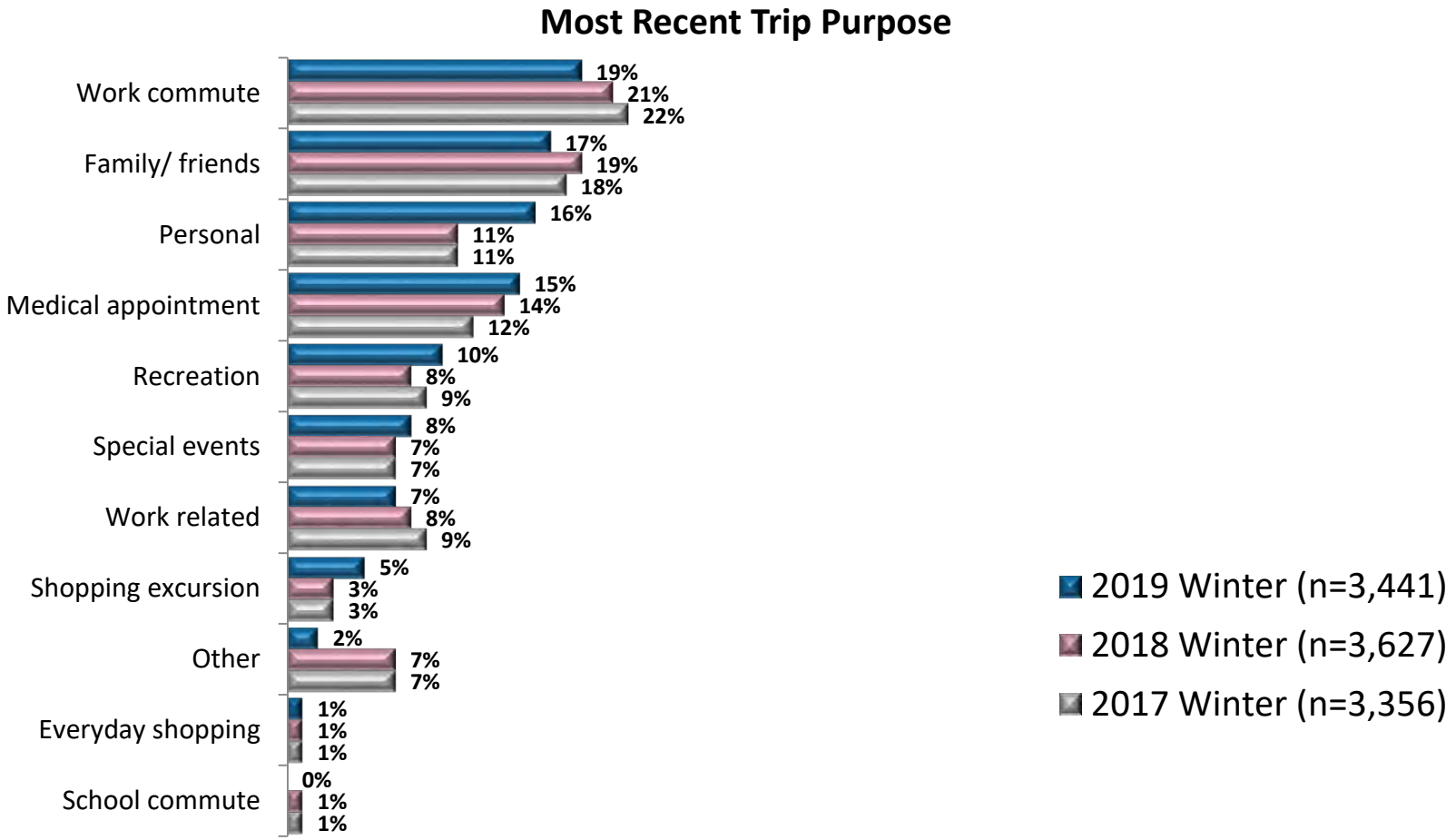
- Compared to 2018/17/16, there is little difference in the routes people rode this winter where Seattle/Bainbridge (39%), Edmonds/Kingston (33%) and Mukilteo/Clinton (21%) continue to top the list.

MOST RECENT TRIP

- As in winter 2018/17/16, commuting to work (19%) is the most common purpose of riders' most recent trip systemwide, followed by visiting family/friends (17%). However, commuting to work has declined 10 percentage points from 2016 (14 percentage points from 2015).
- As in winter 2018/17/16, a majority of riders (69%) drove their own car (or were a passenger in that car) for their most recent ferry trip. One-in-five (25%) riders walked on this winter.
- One-in-four (24%) use a multi-ride ticket versus one-in-two (49%) who use a single ride ticket.

Most Recent Trip – Purpose

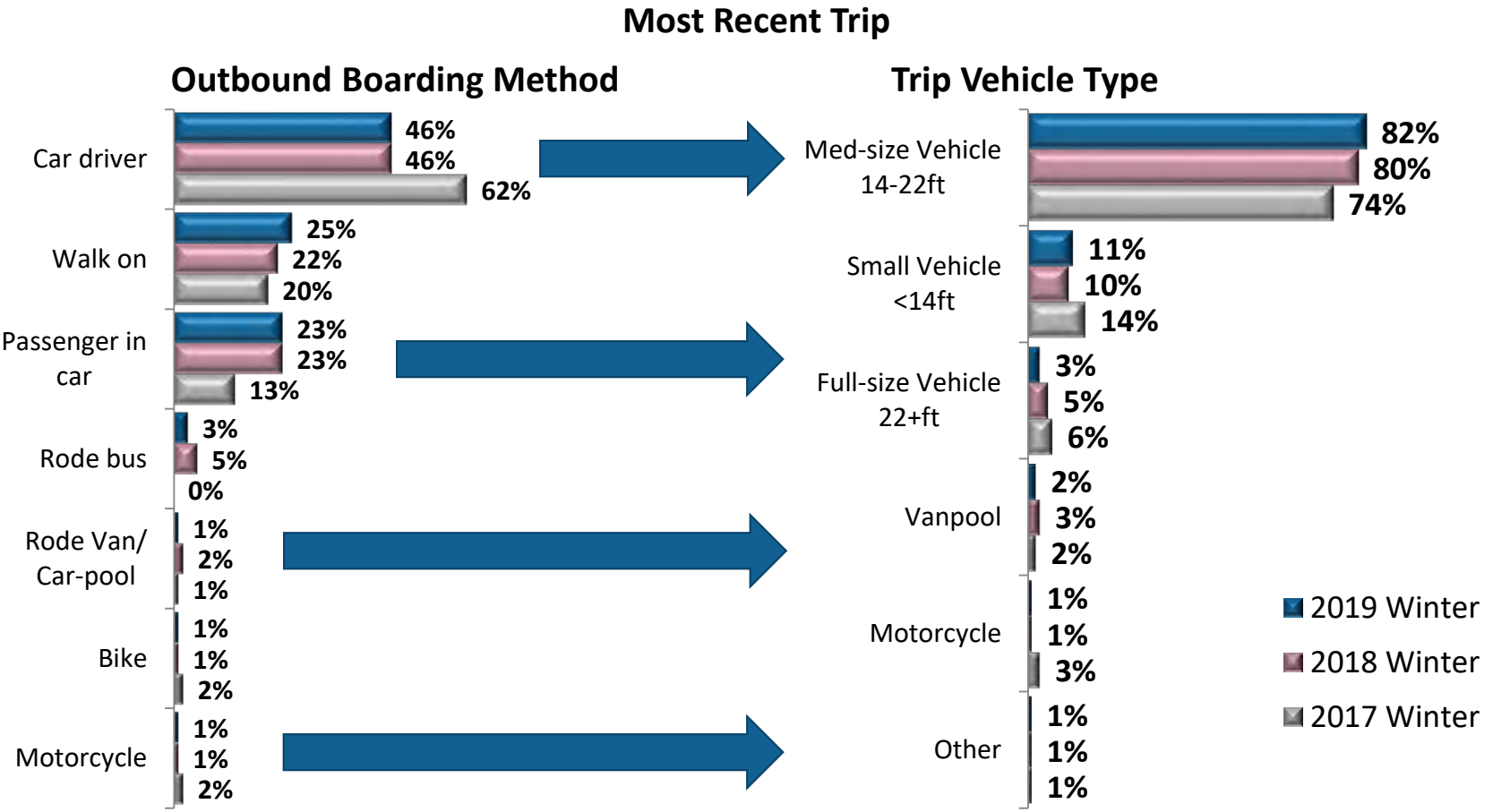
As in winter 2018 and 2017, work commute (19%) is still the most common purpose of riders' most recent trip, followed by visiting family/friends (17%). This is a continued confirmation of the decline in the percentage of winter riders reporting their most recent trip purpose was for commuting to work since 2016. Over the last 3 winters we have seen an increase in medical appointments and personal trips by winter FROG riders.



Q15. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, which of the following was the PRIMARY PURPOSE for that specific trip?

Most Recent Trip – Boarding Method/Vehicle Type

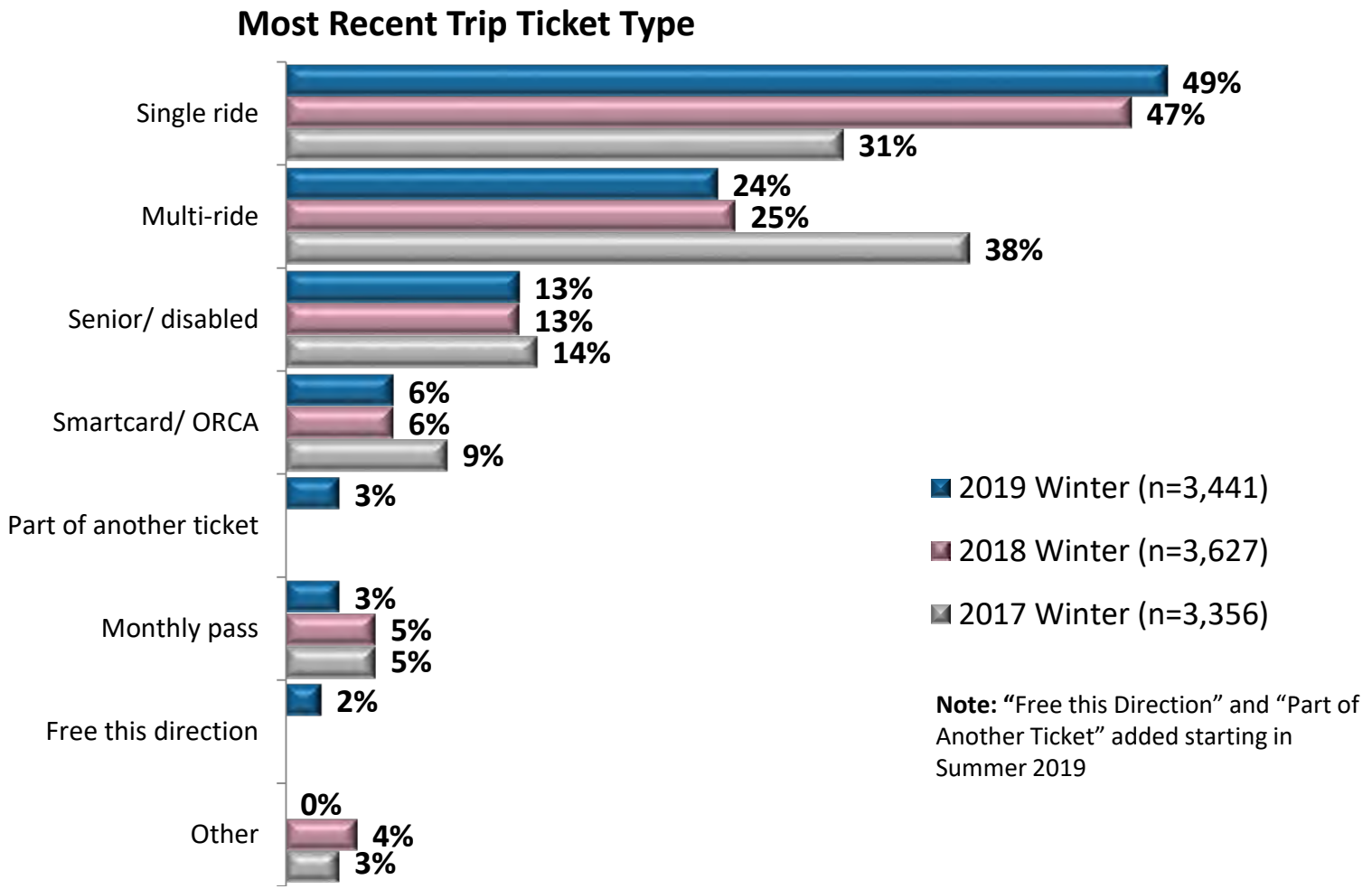
As in winter 2018, more riders (69%) drove on as driver or passenger for their most recent ferry trip. One-in-four (25%) walked on. Among those who did drive on, four out of five (82%) were in a vehicle that was 14 to 22 feet long.



Q16ab. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, how did you board the ferry for your outbound and returning trips?
Q17. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, which of the following best describes the vehicle you drove on the ferry?

Most Recent Trip – Time and Ticket Type

A majority of winter riders reported using single rider (49%) tickets or multi-ride (24%) followed by senior/disabled (13%) which was similar to the winter 2018 findings. Few riders reported using an Orca card (6%) or monthly passes (3%).



Q19. Finally, thinking about your LAST FERRY RIDE ONLY on the {most recent} route, on what kind of ticket were you traveling?