Methodology

- Online Survey of Washington State Ferry Riders Opinion Group (FROG) survey panel.

- A total of 4,201 surveys were completed in early June 2015.

- WSF sent an email to their database of reservation users inviting them to join the FROG and take the reservation survey. Approximately 1,000 people (included in the total completed number above) from the WSF database signed up to be part of FROG and took the survey. This allowed for more reservation users input.

- Data was weighted by route according to the May 2015 WSF traffic report, based on the last trip taken.

- Total & sub-group sample sizes and definitions:

<table>
<thead>
<tr>
<th>Sample</th>
<th>Graph Name</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,201</td>
<td>Total</td>
<td>Total number of completed surveys system-wide</td>
</tr>
<tr>
<td>1,592</td>
<td>SJ Riders</td>
<td>Riders that used the San Juan / Inter-Island routes last</td>
</tr>
<tr>
<td>51</td>
<td>BC Riders</td>
<td>Riders that used the Sidney BC route last</td>
</tr>
<tr>
<td>189</td>
<td>PT Riders</td>
<td>Riders that used the Port Townsend – Coupeville route last</td>
</tr>
<tr>
<td>1,165</td>
<td>Full Time SJ</td>
<td>Full time SJ Island residents that used SJ routes last</td>
</tr>
<tr>
<td>607</td>
<td>SJ Island</td>
<td>Permanent residents of San Juan Island</td>
</tr>
<tr>
<td>347</td>
<td>Orcas Island</td>
<td>Permanent residents of Orcas Island</td>
</tr>
<tr>
<td>248</td>
<td>Lopez Island</td>
<td>Permanent residents of Lopez Islands</td>
</tr>
<tr>
<td>776</td>
<td>Dissatisfied Users</td>
<td>Reservation users that are dissatisfied with the system</td>
</tr>
<tr>
<td>1,642</td>
<td>Satisfied Users</td>
<td>Reservation users that are satisfied with the system</td>
</tr>
<tr>
<td>1,947</td>
<td>Res Routes</td>
<td>Riders who last used one of the three reservation routes</td>
</tr>
<tr>
<td>2,254</td>
<td>Non-Res Routes</td>
<td>Riders who last used a non-reservation route</td>
</tr>
</tbody>
</table>
Forty three percent (43%) of the FROG panel members responding to the survey have used or tried to use the WSF reservation system. Approximately 81% of those who used the reservation system had no problems completing their reservation. Fourteen percent (14%) that used the system had problems and 5% tried to use the system but never completed the reservation.

Q.4 Have you ever used or tried to use WSF reservations?
The highest concentration of those having problems completing their reservation are riders in the San Juan Islands (30%).

Q.4 Have you ever used or tried to use WSF reservation system?

WSF Reservation System Usage by Route

- Yes - Tried to use the system but NEVER COMPLETED a reservation
  - SJ Riders (n=1,701): 1%
  - BC Riders (n=51)*: 4%
  - PT Riders (n=186): 1%

- Yes - Used the system with NO PROBLEM completing my reservation(s)
  - SJ Riders (n=1,701): 66%
  - BC Riders (n=51)*: 86%
  - PT Riders (n=186): 85%

- Yes - Used the system but HAD PROBLEMS COMPLETING the reservation
  - SJ Riders (n=1,701): 30%
  - BC Riders (n=51)*: 10%
  - PT Riders (n=186): 10%

- No - Have never used or tried to use WSF reservation system
  - SJ Riders (n=1,701): 3%
  - BC Riders (n=51)*: 0%
  - PT Riders (n=186): 4%

DEFINITIONS:
- SJ Riders: Includes Anacortes and inter-island routes
- SJ/BC/PT Riders: Anyone (resident or visitor) that last rode this route.

Note: Small Sample Size under 100
Of the 683 riders who had problems completing their reservation, the most mentioned reason was “Website Difficulty/Usability” issues (25%) and “Boat Desired Was Unavailable” (25%). Other reasons for the reservation system failing them were “Reservation System Crash/Drops Me” (19%).

Q.4b Why were you unable to complete your reservation?
Of the 534 riders who last rode any of the San Juan routes, 35% reported “Boat Desired Was Unavailable” as the problem they had completing their reservation followed by “Website Difficulty / Usability” (30%).

Q.4b Why were you unable to complete your reservation?

<table>
<thead>
<tr>
<th>Reason</th>
<th>SJ Riders (n=534)</th>
<th>BC Riders (n=7)*</th>
<th>PT Riders (n=20)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Difficulty / Usability</td>
<td>30%</td>
<td>25%</td>
<td>0%</td>
</tr>
<tr>
<td>Boat Desired Was Unavailable</td>
<td>35%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Reservation System Crash / Drops Me</td>
<td>18%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Phone Problems</td>
<td>14%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other (Total of Responses)</td>
<td>54%</td>
<td>60%</td>
<td>43%</td>
</tr>
</tbody>
</table>

DEFINITIONS:
- **SJ Riders**: Includes Anacortes and inter-island routes
- **SJ/BC/PT Riders**: Anyone (resident or visitor) that last rode this route.

*Note: Small Sample Size under 100
The 2,672 riders who have used the WSF reservation system were asked how they would rate it. The majority of users are satisfied with the system (67%) with 21% being dissatisfied.

Q.5 Overall, based on your experience, how would you rate the reservation system?

WSF Reservation System Rating – All Routes (n=2,672)

- Very Dissatisfied: 10%
- Somewhat Dissatisfied: 11%
- Neither Dissatisfied or Satisfied: 12%
- Somewhat Satisfied: 30%
- Very Satisfied: 37%
When broken out by last route used, the riders on the Anacortes - Sidney (78%) and Port Townsend – Coupeville route (80%) are much more satisfied (Very + Somewhat) with the reservation system than those who last used the Anacortes – San Juan Islands route (54%).

Q.5 Overall, based on your experience, how would you rate the reservation system?

**WSF Reservation System Rating by Route**

- **Very Dissatisfied**: 18% SJ Riders, 6% BC Riders, 9% PT Riders
- **Somewhat Dissatisfied**: 20% SJ Riders, 8% BC Riders, 8% PT Riders
- **Neither Dissatisfied or Satisfied**: 8% SJ Riders, 8% BC Riders, 3% PT Riders
- **Somewhat Satisfied**: 30% SJ Riders, 22% BC Riders, 29% PT Riders
- **Very Satisfied**: 56% SJ Riders, 51% PT Riders

DEFINITIONS:
- SJ Riders: Includes Anacortes and inter-island routes
- SJ/BC/PT Riders: Anyone (resident or visitor) that last rode this route.

*Note: Small Sample Size under 100
Systemwide 1 in 5 (21%) are dissatisfied with the reservation system. Residents of Lopez (56%) Island are the most dissatisfied followed by San Juan Island residents (44%).

<table>
<thead>
<tr>
<th>Residency</th>
<th>Dissatisfied</th>
<th>Neither</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall System-wide (n=2,672)</td>
<td>21%</td>
<td>12%</td>
<td>67%</td>
</tr>
<tr>
<td>San Juan Island Resident (n=594)</td>
<td>44%</td>
<td>7%</td>
<td>49%</td>
</tr>
<tr>
<td>Orcas Island Resident (n=344)</td>
<td>30%</td>
<td>6%</td>
<td>64%</td>
</tr>
<tr>
<td>Lopez / Decatur Is. Resident (n=230)</td>
<td>56%</td>
<td>11%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Q2. What was the most recent WSF route you took? AND Q.5 Overall, based on your experience, how would you rate the reservation system?
The most often cited reason for being dissatisfied with the reservation system is “Don’t Like To Plan Ahead” (26%) followed by a four way tie of “Reservation Program Is Frustrating” (17%), “Favors Tourists Over Locals” (16%), “Too Small An Unreserved Portion” (15%) and “Reservations Are Hard To Use” (15%).
For full time San Juan County residents and those that specifically live on San Juan Island, the most often cited reason for being dissatisfied with the reservation system is “Don’t Like Planning Ahead” (40%, 43% respectively) followed by “Favors Tourists Over Locals” (32%, 28%).

The Part Of The Reservation System I Am Dissatisfied With Is ...

By Full Time SJ & Island Residents
(Mentions 10% And Over)

- Planning Ahead - Don't Like: 40% Full Time SJ, 31% SJ Island, 32% Orcas Island, 28% Lopez Island
- Program Is Frustrating: 18% Full Time SJ, 19% SJ Island, 25% Orcas Island, 19% Lopez Island
- Favors Tourists Over Locals: 32% Full Time SJ, 28% SJ Island, 25% Orcas Island, 36% Lopez Island
- Unreserved Portion - Too Small: 23% Full Time SJ, 22% SJ Island, 27% Orcas Island, 29% Lopez Island
- Reservations - Hard To Use: 4% Full Time SJ, 8% SJ Island, 7% Orcas Island, 12% Lopez Island
- Kill Reservations: 11% Full Time SJ, 12% SJ Island, 9% Orcas Island, 12% Lopez Island
- Advance Release - Don't Like: 16% Full Time SJ, 18% SJ Island, 10% Orcas Island, 15% Lopez Island
- Other (Total of Responses): 34% Full Time SJ, 35% SJ Island, 26% Orcas Island, 33% Lopez Island

DEFINITIONS:
- Full Time SJ: Full time residents of any of the San Juan Islands
- SJ Island: Permanent residents of San Juan Island
- Orcas Island: Permanent residents of Orcas Island
- Lopez Island: Permanent residents of Lopez Island

Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?
A description of the current WSF reservation system was provided and respondents were asked if it seemed reasonable to them. A majority (69%) said it did seems reasonable, with 31% saying it seemed unreasonable.

**Reservation Reasonableness – Systemwide**

<table>
<thead>
<tr>
<th>Reasonableness of WSF Reservation Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes - The Program As Described Seems Reasonable To Me</td>
</tr>
<tr>
<td>No - The Program As Described Does Not Seem Reasonable To Me</td>
</tr>
</tbody>
</table>

Q.7 Here is how the reservation system currently works:

**For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:**
All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

**For San Juan sailings:**
Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

Based upon the above, does the WSF reservation program seem reasonable to you?
Those who take the Anacortes – Sidney (75%) and Port Townsend – Coupeville (81%) routes see the reservation program described as reasonable, more so than those who use routes in the San Juan Islands (50%).

Q.7 Here is how the reservation system currently works:

For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:
All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

For San Juan sailings:
Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

Based upon the above, does the WSF reservation program seem reasonable to you?
The 2,114 riders who have taken or are likely to take the Port Townsend / Coupeville route were asked to describe their typical lead time before they need to take the ferry. About 30% know about one week in advance, followed by one day or less (30%), and two days (24%).

**Port Townsend-Coupeville Travel - I Typically Know In advance of the time/date**

(n=2,114)

- One day or Less: 30%
- About two days: 24%
- About one week: 30%
- About two weeks: 10%
- About one month: 5%
- About two months or longer: 1%

Q.9a Which statement below best describes your typical lead time before you need to take the:
The 1,127 riders who have taken or are likely to take the Anacortes / Sidney BC route were asked to describe their typical lead time before they need to take the ferry. About 29% know about one week in advance, followed by two weeks (25%), and one month (23%).

**Anacortes-Sidney BC Travel - I Typically Know In Advance Of The Time/Date (n=1,127)**

- One day or Less: 6%
- About two days: 7%
- About one week: 29%
- About two weeks: 25%
- About one month: 23%
- About two months or longer: 10%

**Q.9b Which statement below best describes your typical lead time before you need to take the:**
The 2,840 riders who have taken or are likely to take the Anacortes / San Juan Islands route were asked to describe their typical lead time before they need to take the ferry. About 33% know about one week in advance, followed by about two weeks (21%).

**Q.9c** Which statement below best describes your typical lead time before you need to take the:

**Advanced Travel Notice**

- **Anacortes / San Juan Islands**

14%

- **One day or Less**

13%

- **About two days**

33%

- **About one week**

21%

- **About two weeks**

15%

- **About one month**

4%

- **About two months or longer**

**Anacortes-San Juan Islands Travel - I Typically Know In advance of the time/date**

(n=2,840)
The riders who have taken or are likely to take the Anacortes / San Juan Islands route were asked to describe their typical lead time before they need to take the ferry. Full time residents of the San Juan Islands (32%) are twice as likely to say they only know one day or less before they need to take a ferry, compared to part time residents (12%) or visitors (13%).

**Advanced Travel Notice – Residents of San Juan Islands**

Q.9c Which statement below best describes your typical lead time before you need to take the:

- **One day or Less**
  - Full Time SJ (n=1,158): 12%
  - Part Time SJ (n=330): 13%
  - Visitor SJ (n=234): 13%

- **About two days**
  - Full Time SJ (n=1,158): 20%
  - Part Time SJ (n=330): 16%
  - Visitor SJ (n=234): 14%

- **About one week**
  - Full Time SJ (n=1,158): 30%
  - Part Time SJ (n=330): 22%
  - Visitor SJ (n=234): 24%

- **About two weeks**
  - Full Time SJ (n=1,158): 10%
  - Part Time SJ (n=330): 23%
  - Visitor SJ (n=234): 22%

- **About one month**
  - Full Time SJ (n=1,158): 6%
  - Part Time SJ (n=330): 14%
  - Visitor SJ (n=234): 17%

- **About two months or longer**
  - Full Time SJ (n=1,158): 2%
  - Part Time SJ (n=330): 3%
  - Visitor SJ (n=234): 10%

**DEFINITIONS:**
- Full Time SJ: Full time residents of any of the San Juan Islands
- Part Time SJ: Part time residents of any of the San Juan Islands
- Visitor SJ: Non-resident of any of the San Juan Islands
THANK YOU!

For More Information Contact:
Reema Griffith, WSTC Executive Director
Bill Young, Survey Program Project Manager

360.705.7070