



Ferry Riders Opinion Group (FROG) Survey Panel **Washington State Ferry 2016 Winter Performance**

Presentation to the Washington State Transportation Commission
July 19, 2016



Methodology



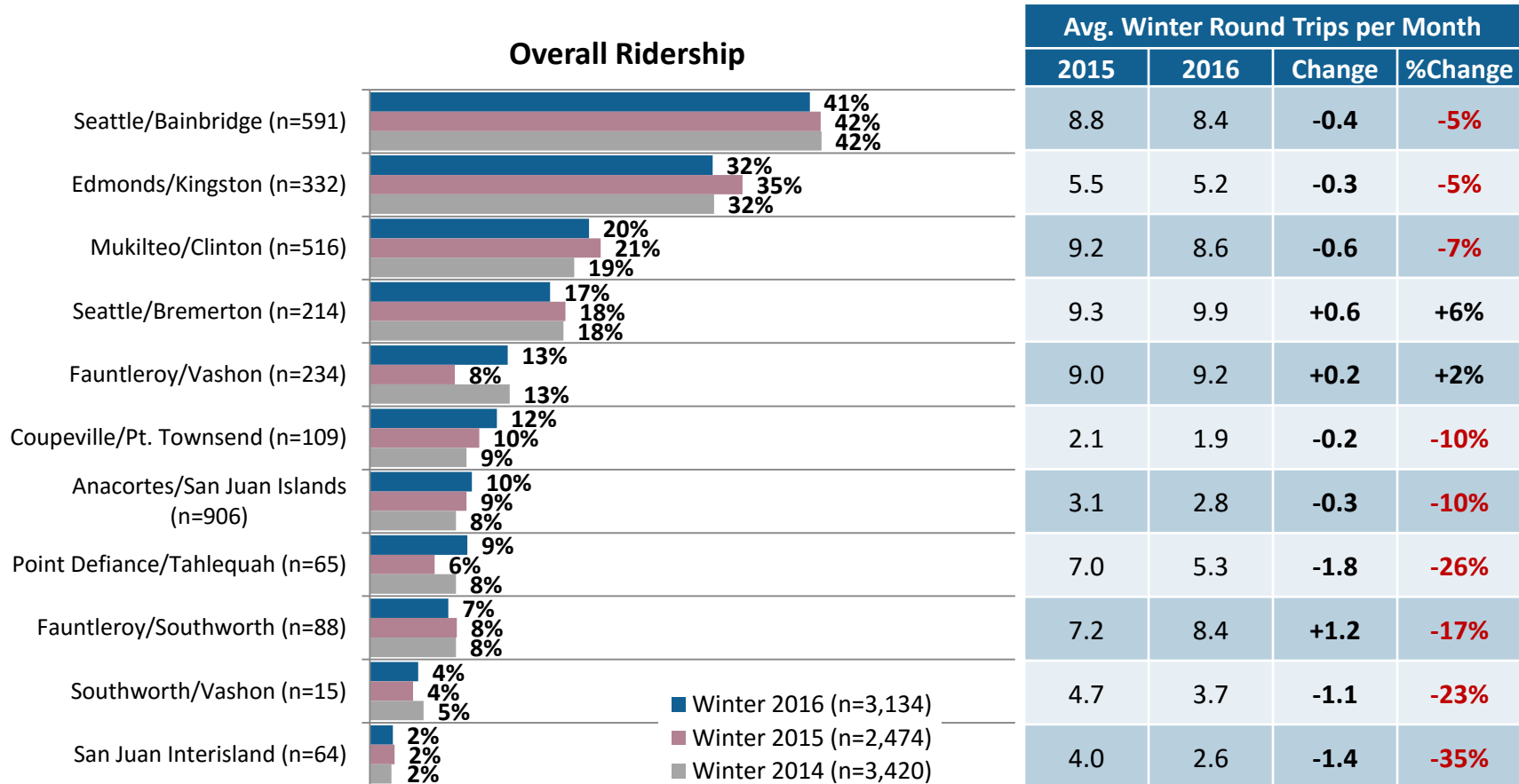
- ▶ Online Survey of Washington State Ferry Riders Opinion Group (FROG)
- ▶ Conducted March 18th – April 4th, 2016 regarding their personal experience riding Washington State Ferries during the recent winter travel period (December 27, 2015 to March 19, 2016)
- ▶ 3,134 Total Interviews
- ▶ Data was weighted 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%.

Ridership



Compared to 2015, there is little difference in the routes people rode this winter - Seattle/Bainbridge (41%) and Edmonds/Kingston (32%) continue to top the list.



Q2. Which of the following route(s) have you ridden during the Winter period (December 27th 2015 – Mar 19th 2016)? [CHECK ALL THAT APPLY]

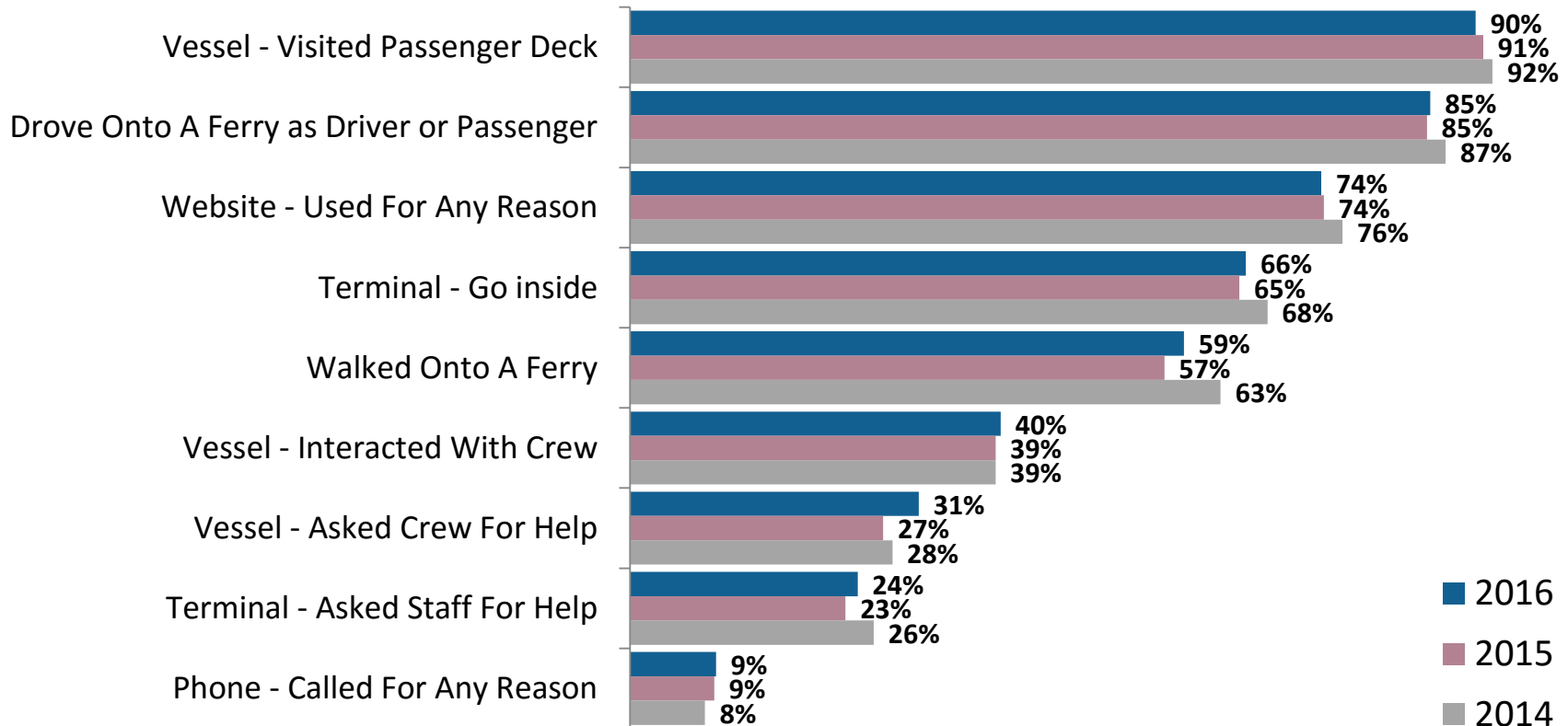
Q3. To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the route(s) shown below - how many round trips (two one-way trips = one round trip) per month you take during the Winter period?

Rider Interaction With WSF



Riders are most likely to visit the passenger vessel deck (90%) and drive onto the ferry (85%). Three quarters (74%) say they have used the WSF website. Riders are least likely to have called WSF customer service (9%).

WSF Touch Points With Winter Riders
(n=3,134 / 2,474/ 3,420)



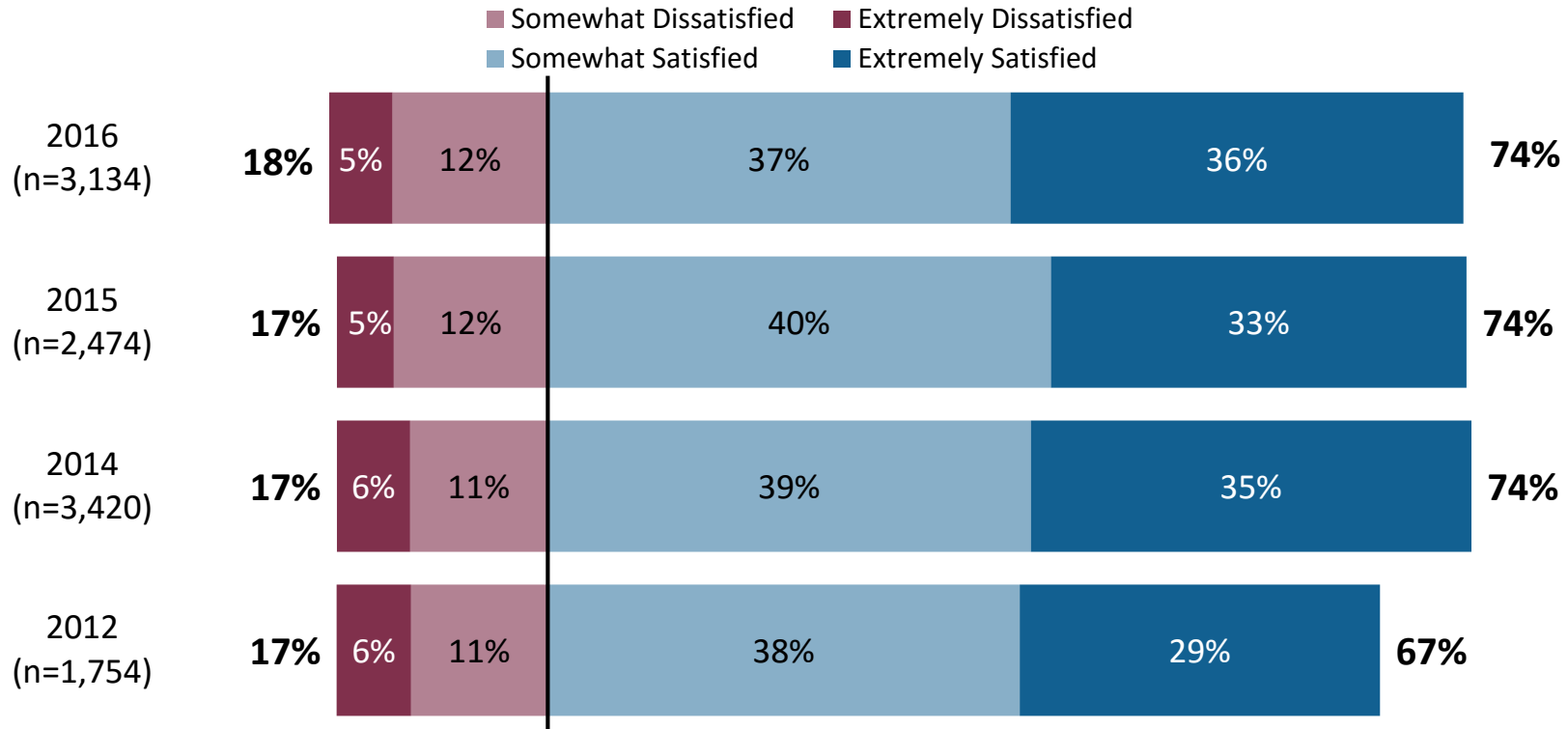
Q(s) During the winter period, did you ... Q17 Go inside a ferry terminal for any reason? Q32 Did you specifically ask a WSF terminal staff member for help/assistance? Q35 Did you walk onto a ferry? Q56 Did you either drive onto a ferry or board as a passenger in a vehicle? Q99 Did you use/visit the vessel passenger deck area? Q114 Did you have any interaction with any of the vessel crew? Q123 Did you specifically ask a WSF vessel staff member for help/assistance? Q133 Use the WSF website? Q136 Call WSF customer service by phone?

Overall Satisfaction



Overall satisfaction with the service provided by WSF is strong (37% Satisfied / 36% Extremely Satisfied). Dissatisfaction increased slightly, but the intensity of dissatisfaction is still with very low.

Overall Satisfaction with WSF



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

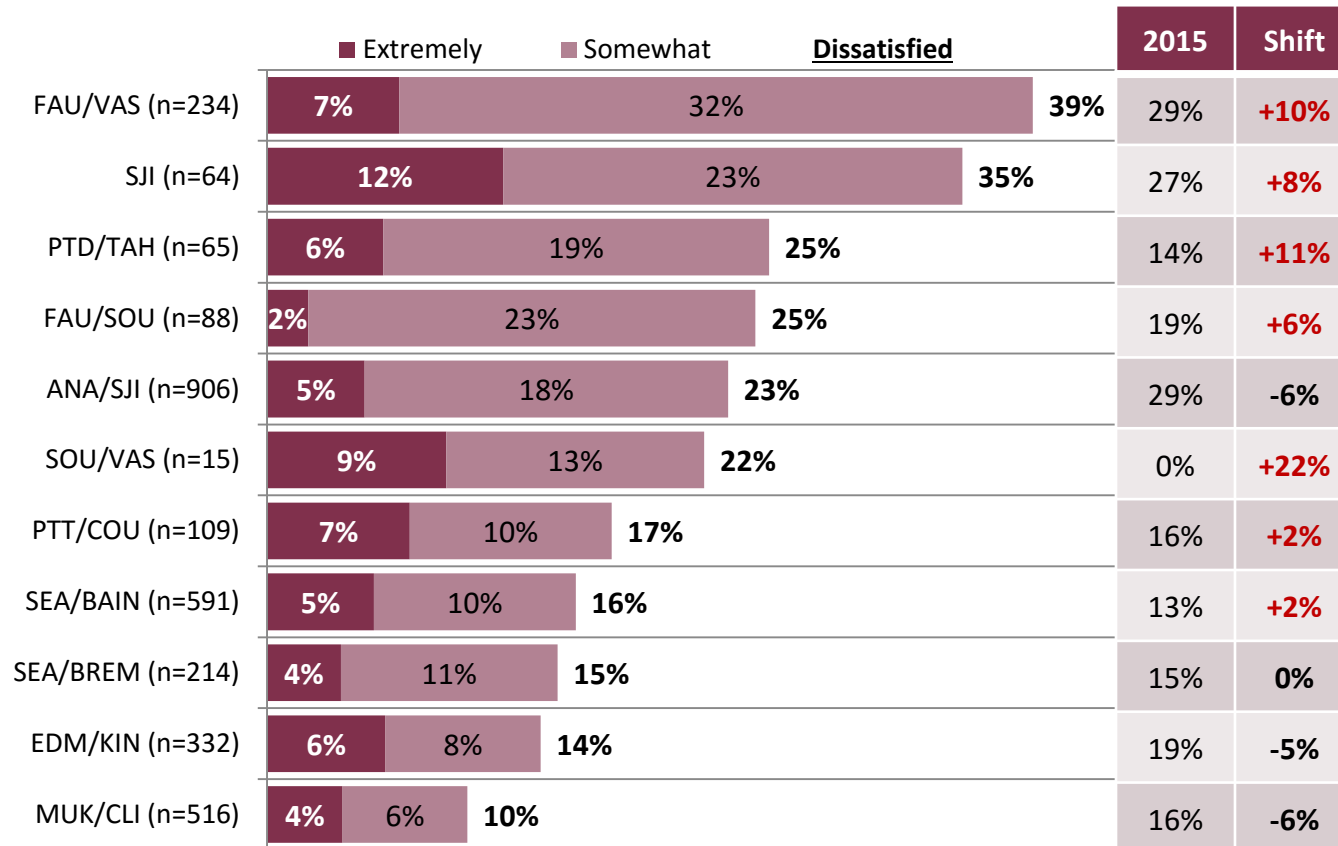
Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, December 27th 2015 through March 19th 2016. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Overall Dissatisfaction by Route



Riders on the Fauntleroy/Vashon (39%) and San Juan Interisland (35%) routes show much higher levels of dissatisfaction than other routes, and dissatisfaction has increased compared to winter 2015 (+10%, +8%). There has also been a large jump in dissatisfaction among riders on the Pt. Defiance/Tahlequah route (25%; +11).

Overall Dissatisfaction by Route (Total Dissatisfied)



Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, December 27th 2015 through March 19th 2016. All things considered, how satisfied are you with the service provided by Washington State Ferries?

All Riders – Dissatisfaction by Attribute



Dissatisfaction on all attributes is largely unchanged compared to 2015 with the exception of “adequate parking near terminals” which saw a 6 point increase in dissatisfaction. Overall importance is highest for “vessel crew is helpful” (97%) and “efficiently processes vehicles” (96%).

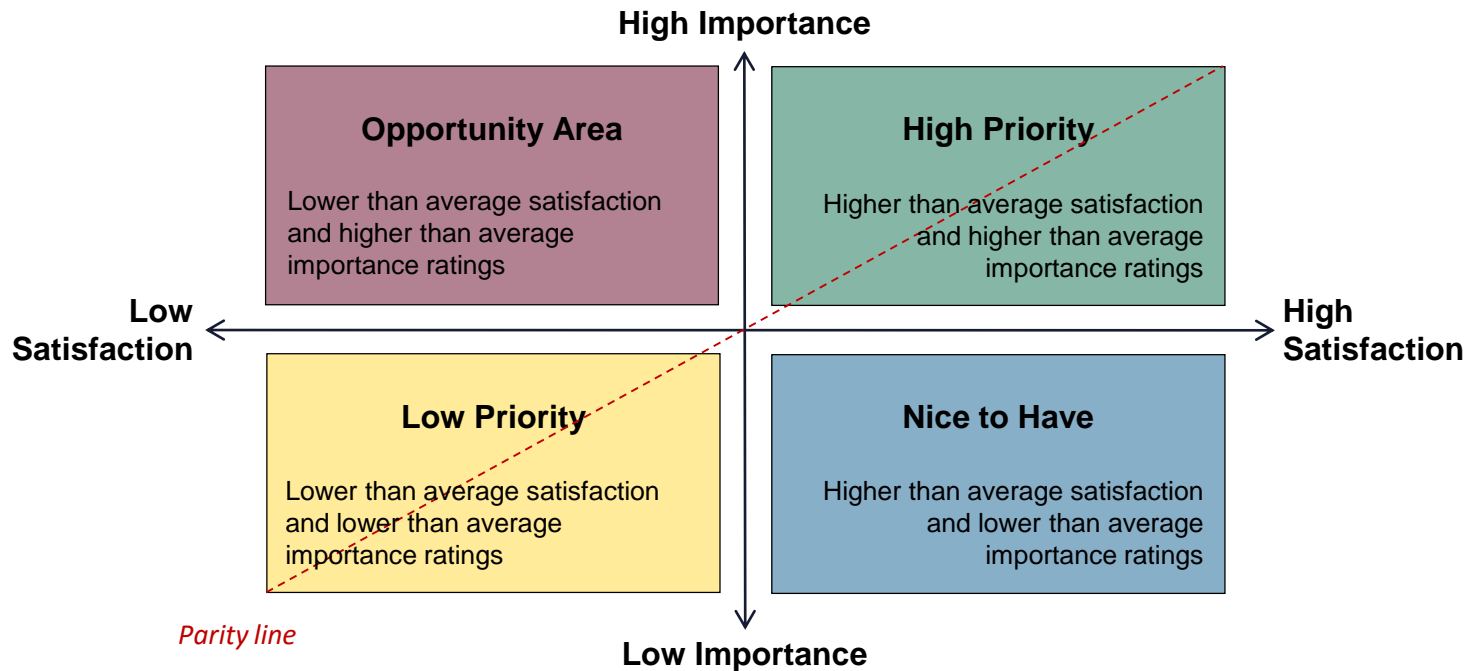
Code	Attributes	Importance (4-5)	Dissatisfaction (1-2)			2014
			2016	2015	Change	
6	Adequate parking near terminals	78%	31%	25%	6%	26%
4	Terminal bathrooms clean	94%	20%	21%	-1%	21%
2	Terminals are comfortable	82%	17%	14%	3%	16%
5	WSF and Transit schedules coordinated	70%	15%	14%	1%	14%
16	Loading crews provide clear directions	95%	14%	15%	-1%	13%
12	Efficiently processes vehicles	96%	11%	12%	-1%	11%
7	Easy loading/ unloading for walk-on	92%	11%	9%	2%	10%
8	Passenger loading efficient	91%	11%	9%	2%	8%
14	Loading procedures efficient	95%	9%	9%	--	9%
9	Passenger unloading efficient	90%	9%	9%	--	8%
15	Loads ferries to capacity	88%	9%	9%	--	7%
22	Vessels are well maintained	96%	8%	11%	-3%	8%
21	Ferries Bathrooms are clean	96%	8%	10%	-2%	8%
3	Terminal Staff is helpful	87%	8%	8%	--	8%
18	Unloading procedures efficient	94%	7%	8%	-1%	7%
1	Terminals are clean	92%	7%	7%	--	7%
11	Buying tickets easy and quick	95%	6%	6%	--	5%
13	Vehicle loading crew is friendly	88%	6%	6%	--	9%
20	Passenger seating areas are clean	96%	5%	5%	--	5%
19	Unloading crews provide clear directions	94%	5%	5%	--	4%
23	Vessel crew is friendly	96%	4%	3%	1%	4%
24	Vessel crew is helpful	97%	3%	4%	-1%	4%
10	Toll booth staff is friendly	91%	3%	4%	-1%	4%
17	Unloading crew is friendly	87%	3%	3%	--	3%

- ❖ This table gives an overview of the individual attribute quad charts that follow
- ❖ For each attribute, the table shows:
 - Importance (4-5)
 - Total dissatisfaction (1-2) for **Winter 2016, Winter 2015** and **Winter 2014**
 - The **Change** in dissatisfaction from 2015 to 2016. **Red** indicates greater dissatisfaction in 2016 than in 2015.

Gap Analysis



- ❖ The following slides present quadrant charts compare the relative satisfaction for each ferry attribute compared 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.



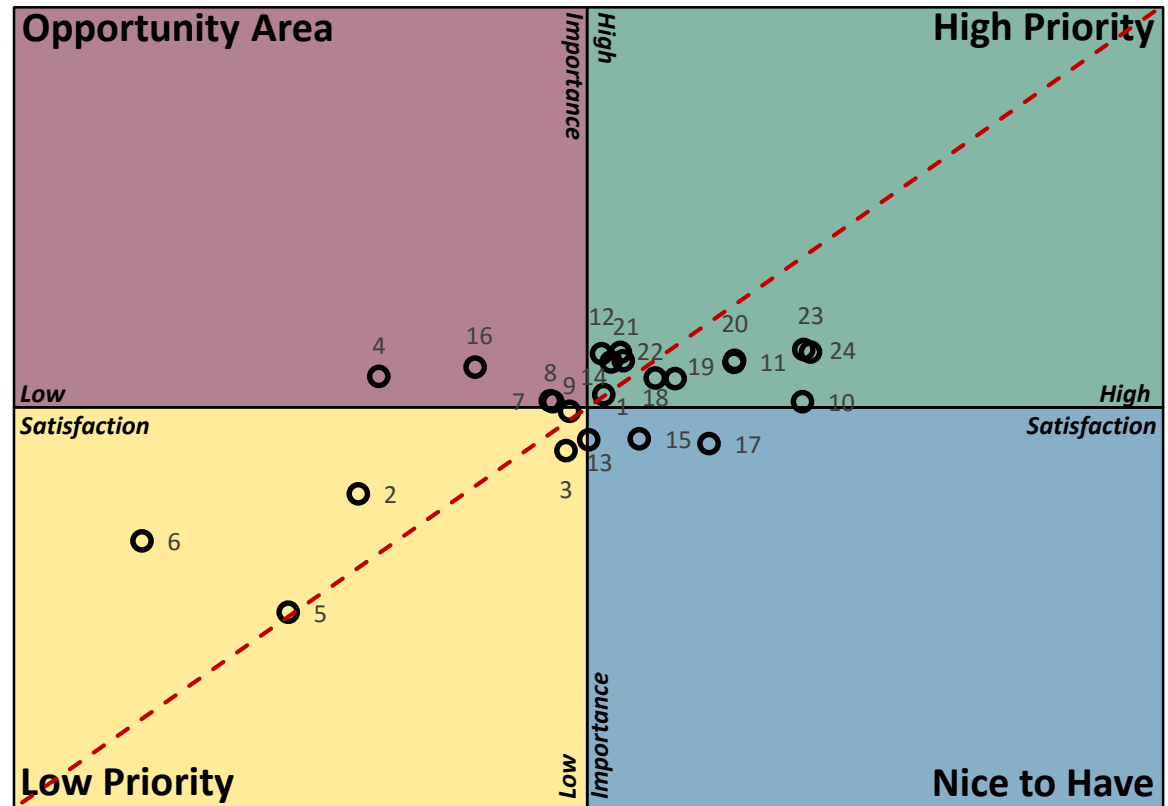
Gap Analysis: Overall



Opportunity areas: Terminal bathroom cleanliness and clear loading crew directions are the key opportunity areas. While a low priority to riders, the amount of parking near terminals is 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=1263-2856)



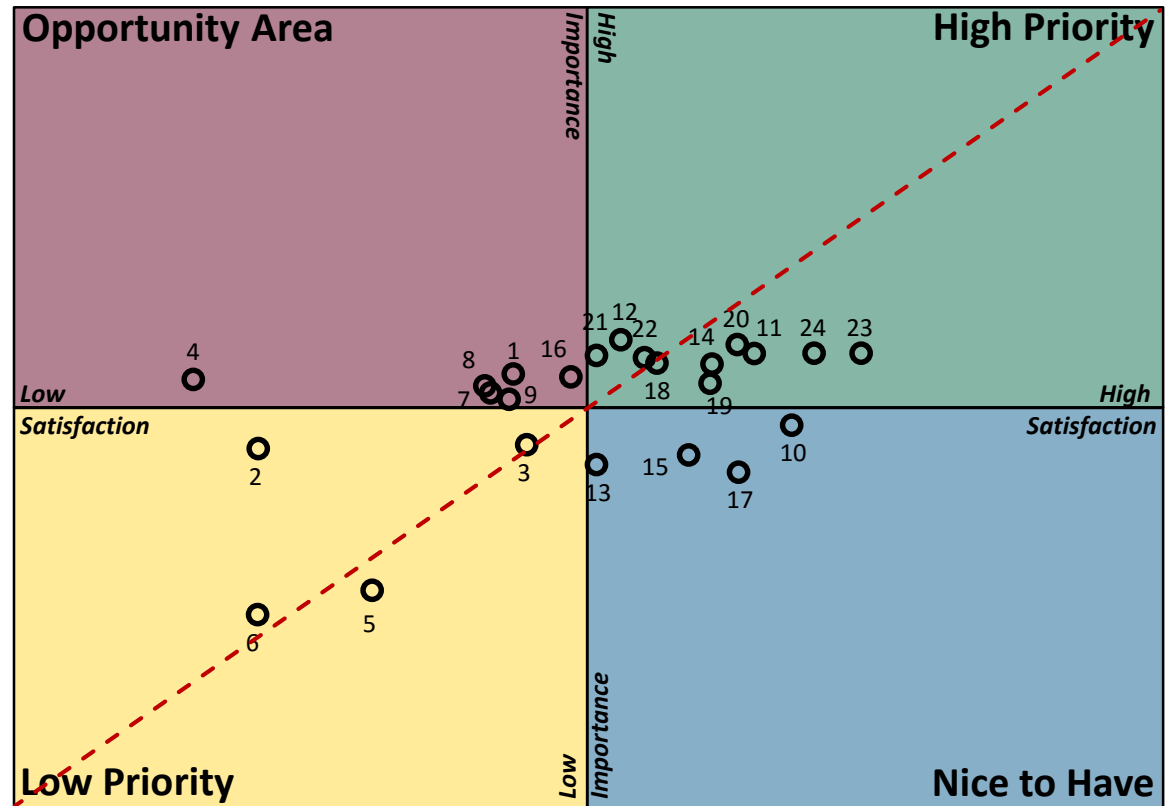
Gap Analysis: Seattle/Bainbridge



Opportunity areas: Terminal bathroom cleanliness is the biggest opportunity area. Terminal comfort is a low priority, but still 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
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10	Toll booth staff is friendly
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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=210-555)



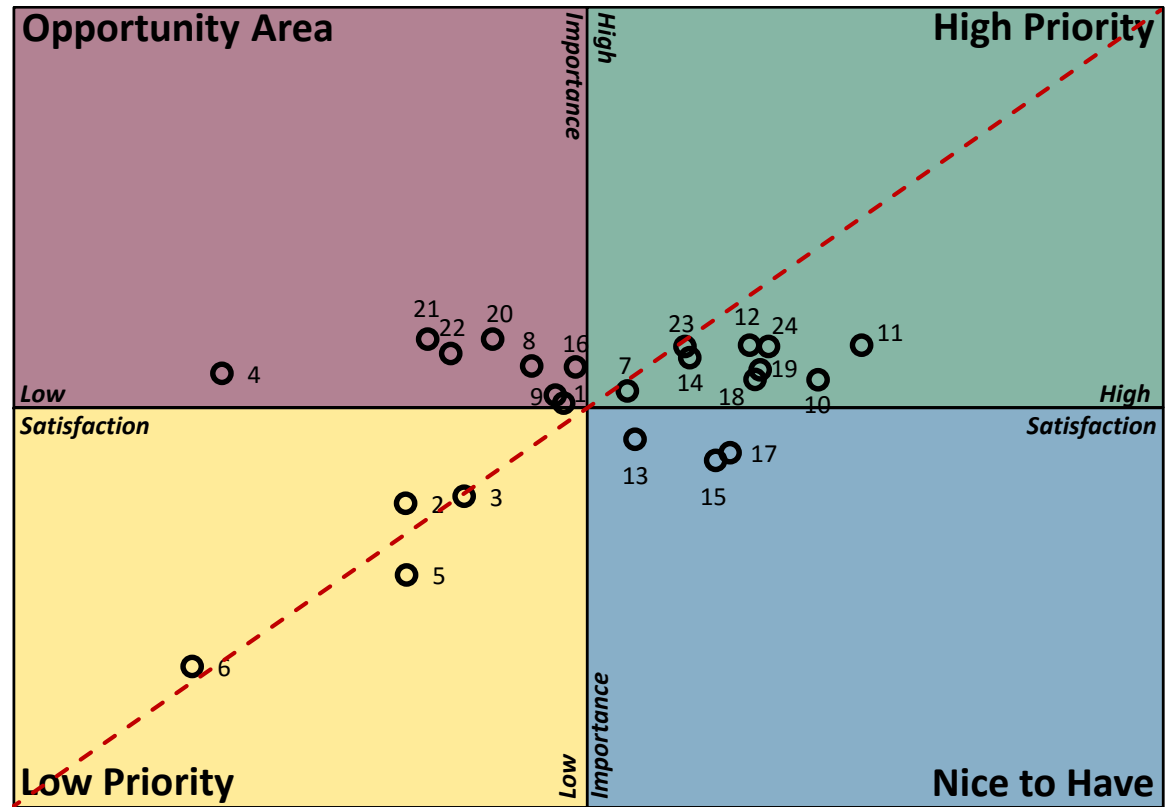
Gap Analysis: Seattle/Bremerton



Opportunity areas: Terminal bathroom cleanliness is by far the key opportunity area. Ferry bathrooms, vessel maintenance, and cleanliness of seating areas are also opportunity areas to improve.

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=93-200)



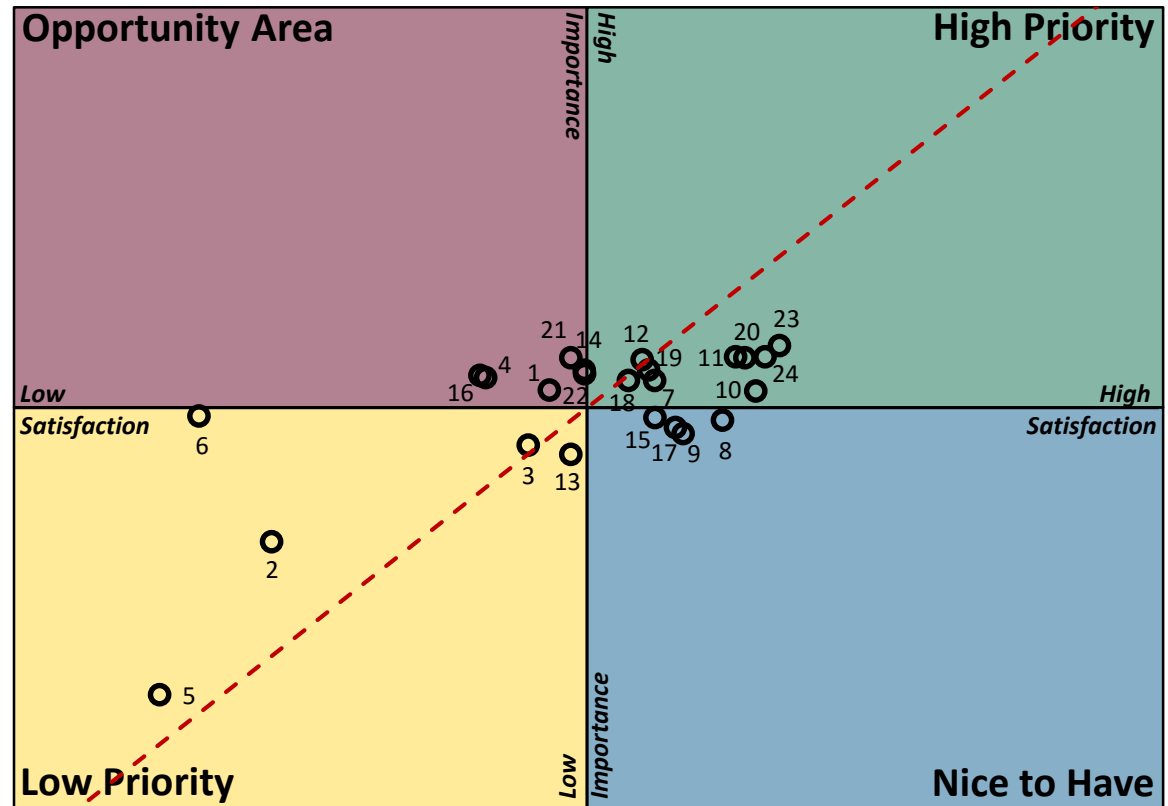
Gap Analysis: Edmonds/Kingston



Opportunity areas: Parking availability is not the highest priority to riders, but it is the most underperforming area by a large margin. Clarity of loading crew instructions and cleanliness of terminal bathrooms are the biggest opportunity for improvement.

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=140-296)



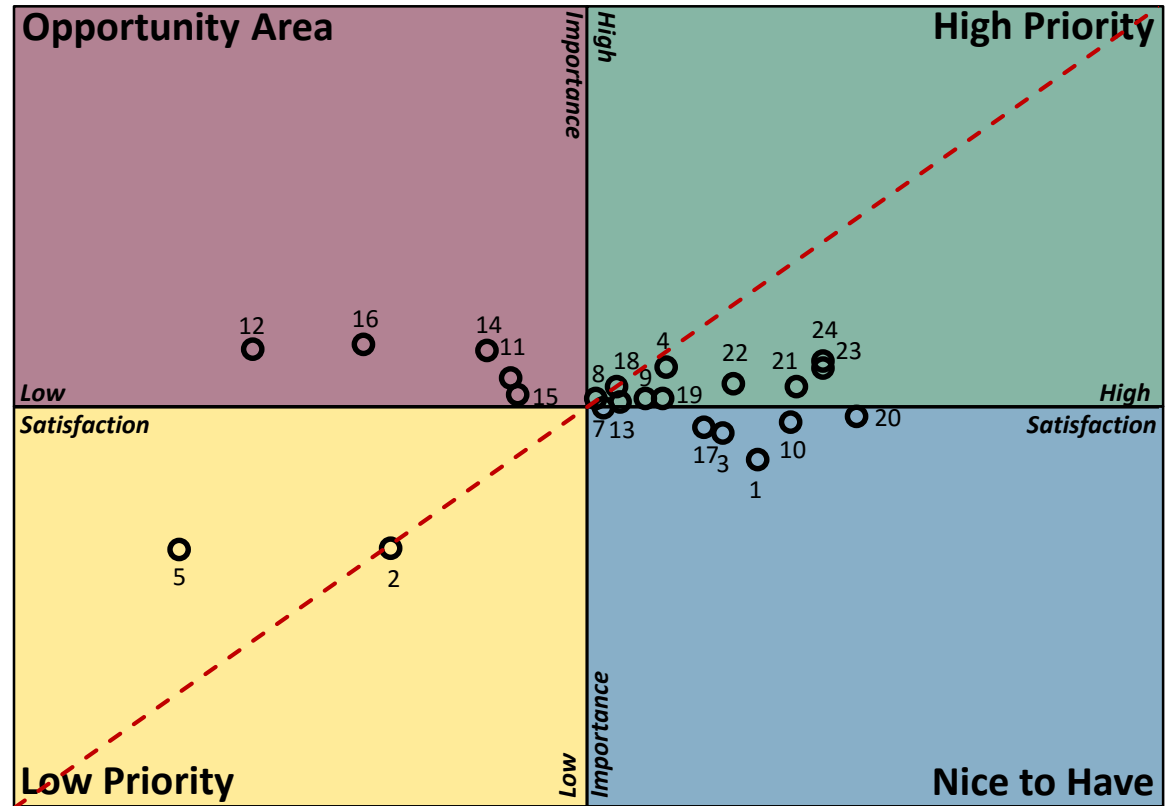
Gap Analysis: Fauntleroy/Vashon



Opportunity areas: Efficiency of processing vehicles and loading crew's directions are the biggest opportunity areas. Coordination of WSF and Transit schedules is of lower importance, but is a very underperforming area.

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=109-213)



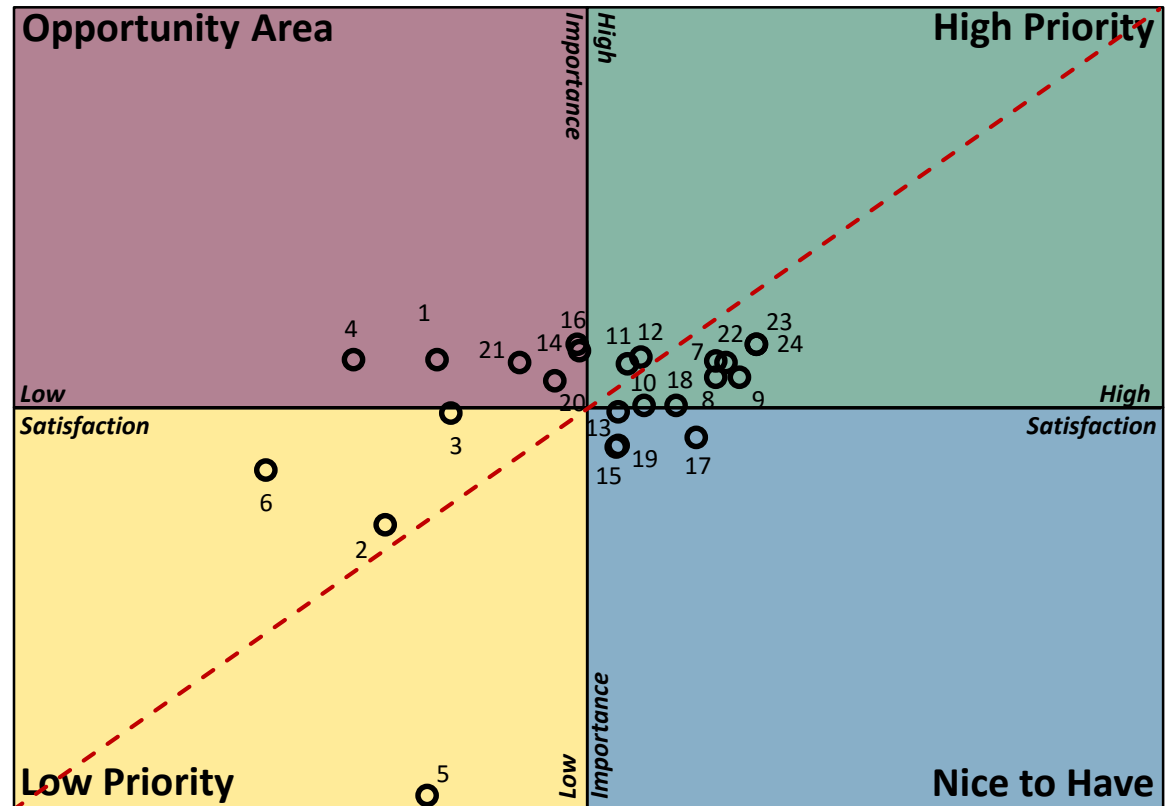
Gap Analysis: Coupeville/Pt. Townsend



Opportunity areas: Terminal bathroom cleanliness is the key opportunity area, followed by terminal cleanliness. Parking availability is not a high priority, but it is 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=34-103)



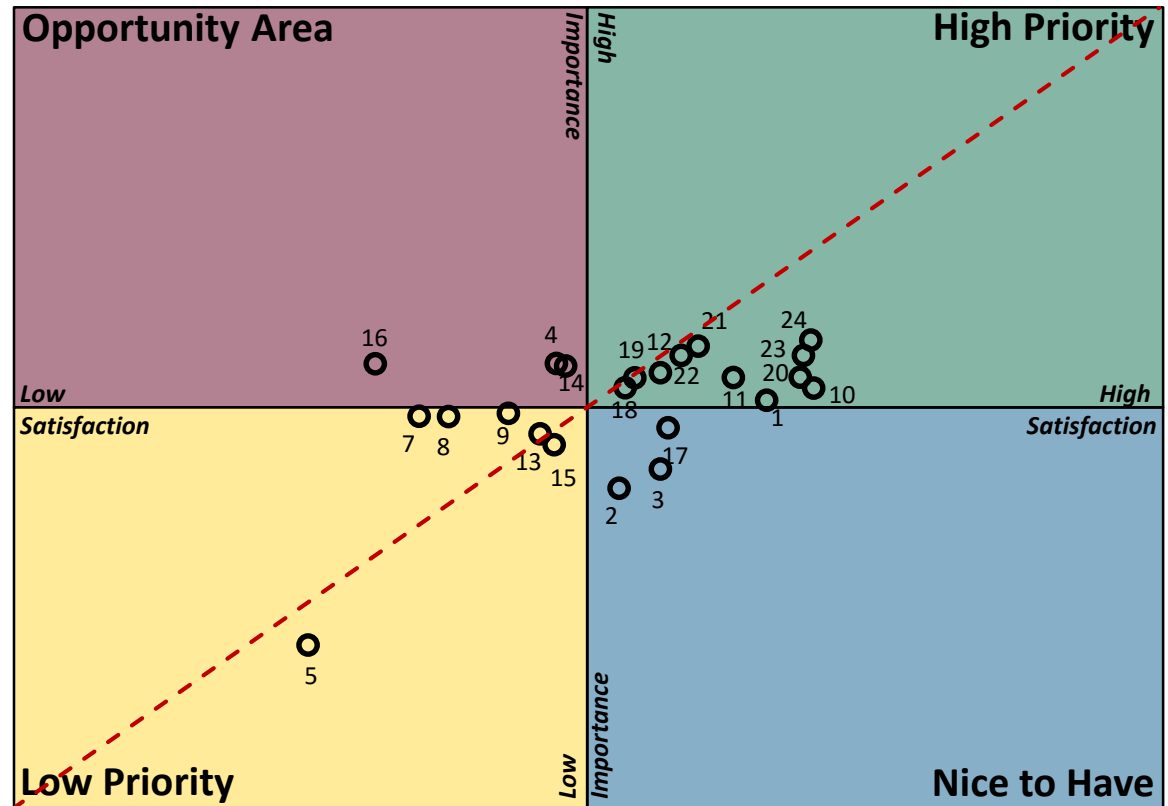
Gap Analysis: Mukilteo/Clinton



Opportunity areas: Loading crews providing clear directions is the key opportunity area. While not considered as high of a priority, ease of loading and unloading as a walk-on and passenger loading efficiency 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=183-460)



* 6 is outside of displayed graph area.

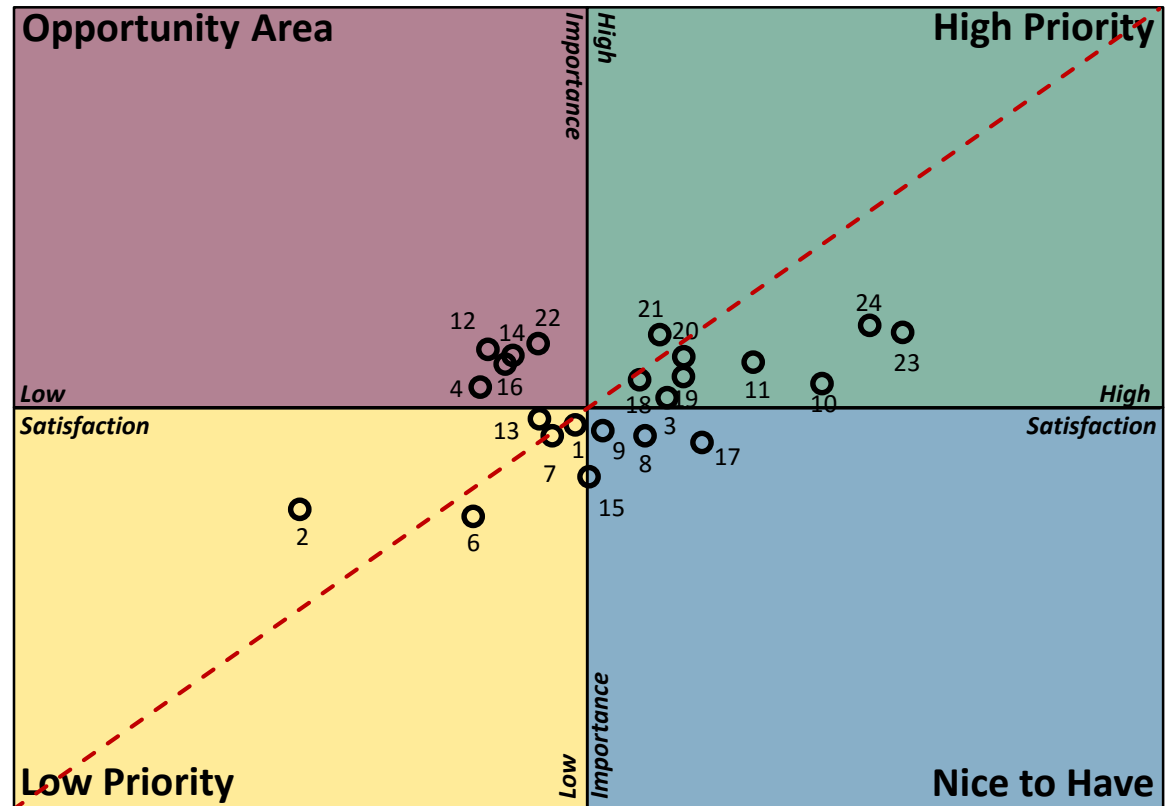
Gap Analysis: Anacortes/San Juan Islands



Opportunity areas: There is no one area that pops out as a key opportunity area. Efficiently processing vehicles is the key opportunity area, followed by terminal bathroom cleanliness, efficiency of loading procedures, clear loading crew directions and vessel maintenance are potential areas to improve. Terminal comfort is a low priority but underperforming area.

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=231-836)



* 5 is outside of displayed graph area.

Adequate Parking Near Terminals



Dissatisfaction is highest for Mukilteo/Clinton (58%) and Fautleroy/Vashon (45%), and Pt. Defiance/Tahlequah (40%).

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		1537	471	158	31	170	137	35	9	34	223	231	38
There is adequate parking near the terminals	Imp. (4-5)	78%	70%	65%	87%	91%	87%	87%	59%	87%	88%	79%	69%
	Sat. (4-5)	40%	47%	40%	18%	45%	25%	47%	29%	60%	22%	58%	49%
	Dissat. (1-2)	31%	21%	25%	40%	31%	45%	33%	27%	17%	58%	15%	18%
2015	Dissat.	25%	18%	22%	32%	25%	46%	25%	--	30%	45%	15%	22%
Change	Dissat.	+6	+3	+3	+8	+6	-1	+8	+27	-13	+12	--	-4

Top 5 Unsatisfactory Terminals	
Seattle	31%
Mukilteo	22%
Bainbridge	16%
Fautleroy	16%
Edmonds	10%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Basically there is no affordable parking near the Seattle terminal. If the goal is to get people out of cars, parking should be affordable and accessible.
Seattle - Construction on everywhere on the Seattle side.
Seattle - Limited parking near terminal; streets are a traffic nightmare.
Mukilteo -All parking near the Mukilteo ferry is pay parking only plus one is only allowed to park for a few hours at a time, not even allowing a patron enough time to travel to Whidbey , have lunch or dinner and head back. This is very unsatisfactory.
Mukilteo - Lots of congestion and no overnight parking.
Bainbridge - Access to drop off point is extremely poor-especially during peak commuting hours. Parking access and walk-on access to the terminal needs to be changed so that they are separate. Also, there is no waiting area for drivers.
Fautleroy -No parking at Fautleroy and limited waiting area for vehicles (i.e., parking areas shared with vehicle waiting line during some hours along Lincoln Park.
Edmonds - Need more parking closer to terminal. Reasonably priced monthly parking would be a plus as well.

Attribute Key Code - 6

Terminal Bathrooms Clean & Well Maintained



Dissatisfaction is highest for Seattle/Bremerton (34%), followed by Seattle/Bainbridge (29%).

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		1853	477	169	31	184	159	52	11	78	279	380	33
The bathrooms in the terminals are clean and well maintained	Imp. (4-5)	94%	93%	94%	94%	95%	92%	98%	89%	98%	95%	92%	99%
	Sat. (4-5)	56%	42%	42%	62%	67%	74%	74%	46%	66%	72%	59%	58%
	Dissat. (1-2)	20%	29%	34%	20%	13%	6%	2%	--	17%	10%	14%	16%
2015	Dissat.	21%	29%	41%	11%	12%	2%	5%	24%	0%	8%	17%	18%
Change	Dissat.	-1	--	-7	+9	+1	+4	-3	-24	+17	+2	-3	-2

Top 5 Unsatisfactory Terminals	
Seattle	78%
Bremerton	8%
Mukilteo	5%
Bainbridge	5%
Clinton	4%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle - Bad smell, hand dryer partly melted/disfigured.	
Seattle - Bathrooms are always messy, floors have liquid all over them, toilet paper on floor, nasty smell from decontaminate or air 'freshener,' hand dryer is dirty.	
Seattle - Bathrooms smell like someone peed all over the place. Very strong urine Smell. Toilet seat broken. I avoid terminal bathrooms and try to hold til on boat.	
Seattle - Problem number one is that the ferry terminal restrooms seem to be closed very early...sometimes as early as 9:00 PM, forcing people to use the disgusting portable toilets in the parking lot. I'm guessing the staff closes them early so they can end their.	
Seattle - The bathrooms in the Seattle terminal are DISGUSTING! It's very apparent that homeless people frequent the bathroom. Also, please put paper towels back in the men's bathroom. The Dyson air dryer is always disgustingly filthy.	
Bremerton - Bathrooms always stink. Bremerton bathrooms are nasty. Litter on the floor is common. There are no paper towels so bare hands must be used to open the doors. YUCK!!!	
Mukilteo - Restrooms in poor condition & smell.	
Bainbridge - Ugly bathrooms that need to be refurbished (even the 'new restroom' in the Bainbridge terminal was poorly thought through and designed. You should consult women when designing women's restrooms.) Not enough stalls for women.	

Attribute Key Code - 4

The Terminals are Comfortable



Dissatisfaction is highest for Anacortes/San Juan (24%), followed by Seattle/Bainbridge (21%) and Seattle/Bremerton (20%).

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		1853	477	169	31	184	159	52	11	78	279	380	33
The terminals are comfortable (seating, temperature, etc.)	Imp. (4-5)	82%	86%	81%	87%	78%	77%	77%	89%	82%	83%	80%	76%
	Sat. (4-5)	55%	47%	55%	58%	50%	55%	60%	38%	68%	76%	46%	57%
	Dissat. (1-2)	17%	21%	20%	15%	14%	13%	15%	43%	6%	6%	24%	24%
2015	Dissat.	14%	17%	15%	11%	15%	8%	12%	24%	4%	4%	22%	45%
Change	Dissat.	+3	+4	+5	+4	-1	+5	+3	+19	+2	+2	+2	-21

Top 5 Unsatisfactory Terminals	
Seattle	59%
Bainbridge	18%
Fauntleroy	11%
Kingston	8%
Edmonds	6%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)

Seattle - There is a large homeless population that do not pay for transit that live in or around the ferry terminal blocking seats, excreting bodily fluids on public areas or camp outside in walk ways making foot traffic difficult...

Seattle - There's not enough seating and what is there are wooden benches for the most part. Also, there is no seating past the turnstiles.

Seattle - They are dirty and cold, I shouldn't see my breath indoors, everything is old and worn out.

Seattle - Very cold arriving for the first departure of the morning. Terrible state of seating, homeless use of the seattle terminal has made the furniture almost unusable-unsanitary, worn and in disrepair

Bainbridge - We all know that the terminals are old and scheduled for replacement. They are reflects from the past. The Bainbridge terminal is simply outdated and inadequate given the passenger volumes going through it. I'm really tired of the cold, wet, disintegrating...

Bainbridge - The terminals were cold, especially with the windows open on the pedestrian walkway in the Bainbridge terminal. Also, seating is too limited in both terminals.

Fauntleroy - Too small for the number of travelers waiting to board. When weather if rainy or cold, more than half of those walking on have to wait outside, no seating or very limited seating.

Kingston - Very cold, seating not adequate, signage is confusing direction not clear.

Edmonds - seating is extremely limited and waiting area after the ticket turnstiles is unheated.

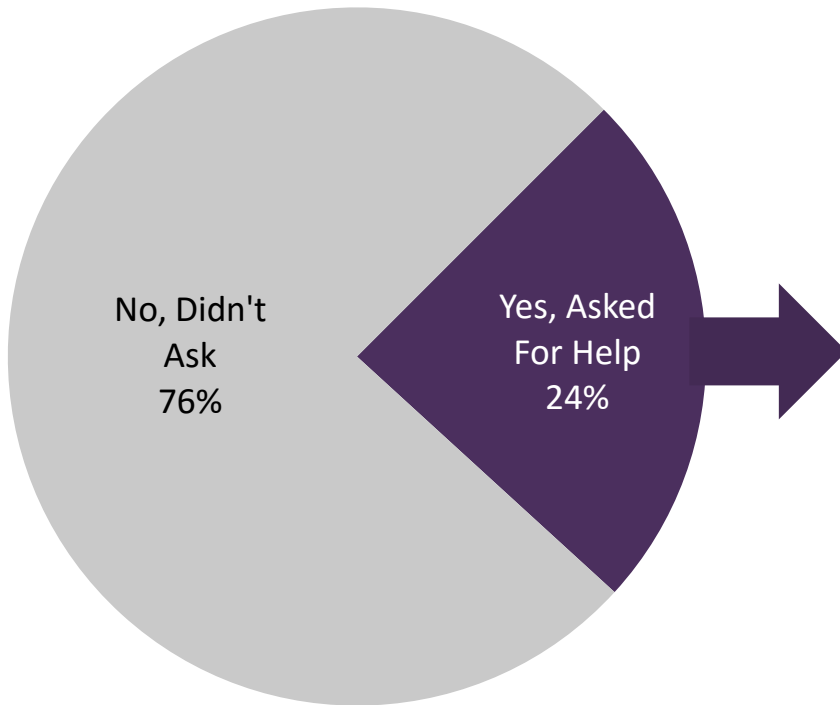
Attribute Key Code - 2

Help/Assistance From Terminal Staff

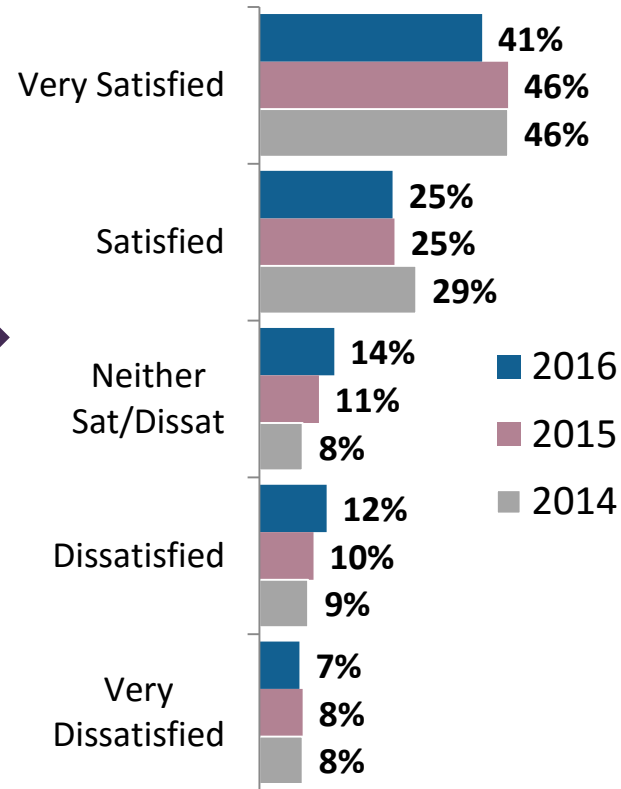


About one in four riders have asked the terminal staff for help and most (66%) say they are satisfied with the assistance they received. Just one in five (19%) were dissatisfied with the terminal staff performance.

Asked WSF Terminal Staff For Help/Assistance



Satisfaction With WSF Terminal Staff Help/Assistance (n=449 / 583/ 639)



Q32. Did you specifically ask a WSF terminal staff member for help/assistance during the Winter period (December 27th 2015 – March 19th 2016)?
 Q33. How satisfied were you with the help/assistance the WSF terminal staff member gave you?

Sailing Schedule Coordinated w/Transit



Dissatisfaction is highest for Anacortes/San Juan Island (35%).

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		1537	471	158	31	170	137	35	9	34	223	231	38
WSF sailing schedule is adequately coordinated with transit services available at the terminal	Imp. (4-5)	70%	72%	74%	80%	63%	77%	69%	86%	55%	67%	65%	62%
	Sat. (4-5)	50%	55%	55%	53%	42%	40%	43%	35%	71%	55%	19%	42%
	Dissat. (1-2)	15%	14%	17%	19%	13%	19%	21%	27%	2%	12%	35%	23%
2015	Dissat.	14%	13%	16%	19%	19%	23%	10%	0%	14%	7%	27%	11%
Change	Dissat.	+1	+1	+1	--	-6	-4	+11	+27	-12	+5	+8	+12

Top 5 Unsatisfactory Terminals	
Seattle	37%
Fauntleroy	12%
Edmonds	11%
Bremerton	9%
Bainbridge	7%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)

Seattle - Bus schedules do not align with ferry arrivals. Construction along waterfront has made this even more difficult.

Seattle - Ferry and bus schedules are not coordinated at all. Also, Seattle keeps adding transit options, such as light rail and the trolley, but none if them are convenient to the ferry terminal

Seattle - It doesn't appear there is much coordinating for the routes I've looked at. Maybe it's good for commuters, but the such is often too tight for people that don't do it frequently and know all the tricks (but it should be best for commuters).

Fauntleroy - It is so frustrating that buses can't be coordinated with ferries. I know it's all a moving target, but it seems like it should be possible.

Fauntleroy - Ferries are not coordinated with Metro bus schedules.

Edmonds - Requires multiple buses to get to my destination. Bring back direct ride to UW!

Bremerton - There are no buses running on the route I use in order to catch the 4:50 am ferry. There is also no free parking in the ferry vicinity, so when walking I am forced to use the 6:20 am ferry or later.

Attribute Key Code - 5

Vehicle Loading Crews Provide Clear Directions



Dissatisfaction is highest for Fauntleroy/Southworth (25%).*

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		2706	474	139	57	294	212	76	12	91	460	829	62
WSF vehicle loading crews provide clear directions / hand signals	Imp. (4-5)	95%	93%	95%	97%	95%	97%	95%	88%	99%	95%	94%	100%
	Sat. (4-5)	63%	68%	67%	48%	67%	53%	52%	31%	82%	59%	61%	58%
	Dissat. (1-2)	14%	8%	12%	18%	12%	20%	25%	47%	9%	18%	18%	16%
2015	Dissat.	15%	13%	11%	13%	13%	22%	22%	12%	5%	18%	20%	29%
Change	Dissat.	-1	-5	+1	+5	-1	-2	+3	+35	+4	--	-2	-13

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

Top 5 Unsatisfactory Terminals	
Fauntleroy	22%
Seattle	21%
Mukilteo	20%
Clinton	14%
Edmonds	12%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Crew directed cars to an outside lane on the ferry, but were not stationed to prevent cars from parking in a prohibited area (where the yellow paint on the surface is not visible if you are trailing other cars onto the ferry).
Seattle - Crew members give vague hand signals and act angry when not understood. Communicating more clearly, and acting less disgruntled, would go a long way towards improving the situation.
Fauntleroy - Late or no hand signals from crew, and then anger from the next crew member at customer not going where he/she expected. Contradictory hand signals from various crew.
Fauntleroy - Sometimes crews are distracted and hand signals can be a little more clearer. Also it seems different crews have different loading lane procedures loading and unloading. Is there a standard we every day drivers can anticipate?
Mukilteo - Directions/hand signals are not consistent among crew members.
Mukilteo - Most workers are great, but some will give small, unclear hand signals and then get frustrated and sometimes yell if they aren't followed. Having whistles instead of yelling to get drivers attention might be a better way.
Clinton - Hand signals were vague and staff was not looking at me to know I could not understand.

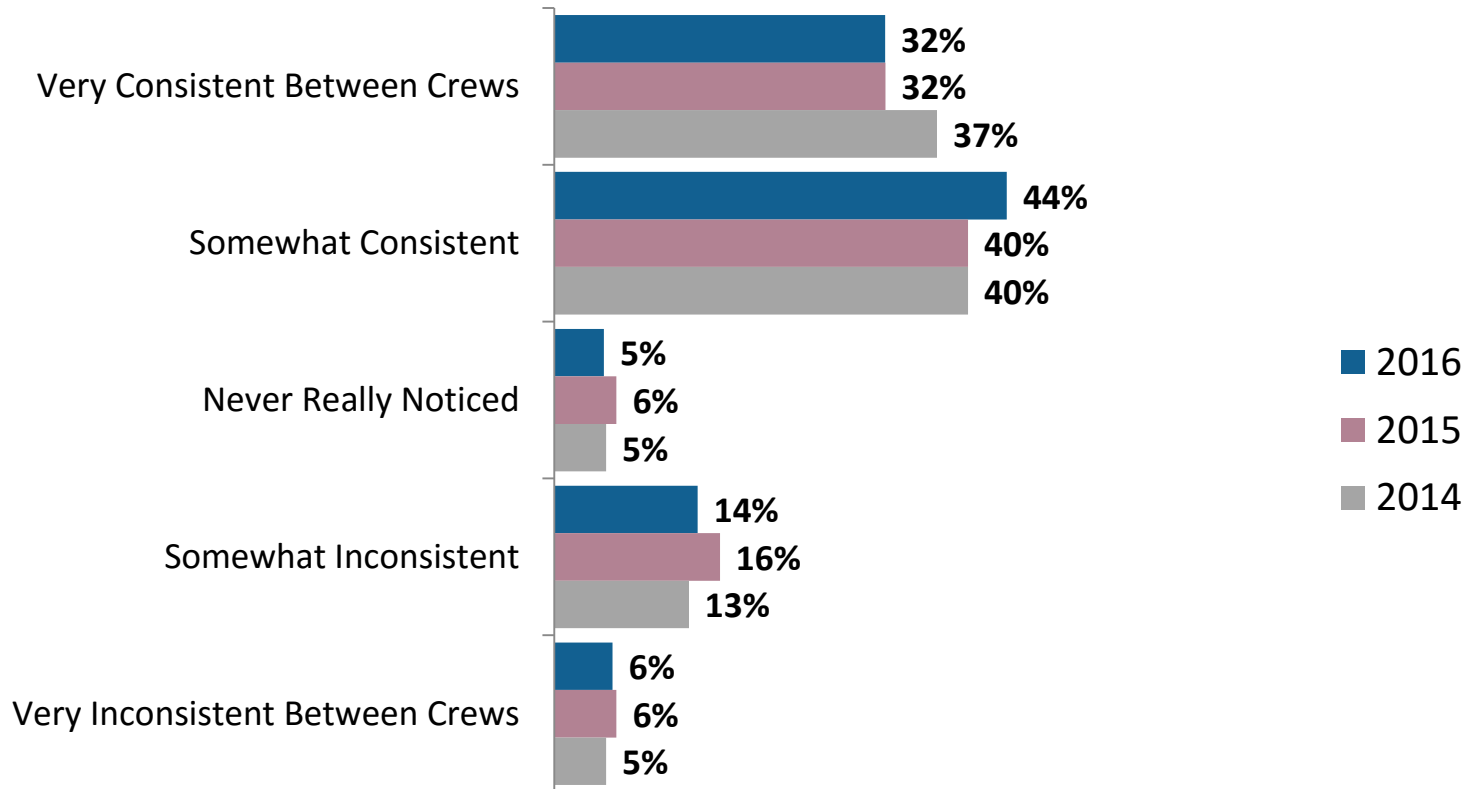
Attribute Key Code - 16

Consistent Hand Signals/Directions



Most riders (76%) say the loading/unloading crews hand signals/directions are consistent across crews. About one in five (19%) say they are not consistent.

**Consistency of Hand Signals Asked Of Vehicle Drivers Only
(n=2709 / 2130/ 2956)**



Q97. (ASKED OF VEHICLE DRIVERS ONLY) How would you rate the consistency of the vehicle loading/unloading hand signals/directions you get from the different ferry/dock crews?

Easy Loading/Unloading for Walk-on



Dissatisfaction is highest for Mukilteo/Clinton (19%).

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		1537	471	158	31	170	137	35	9	34	223	231	38
WSF provides easy loading and unloading for walk-on passengers	Imp. (4-5)	92%	92%	92%	87%	94%	92%	90%	73%	98%	90%	87%	71%
	Sat. (4-5)	68%	63%	70%	87%	81%	70%	64%	26%	91%	62%	64%	74%
	Dissat. (1-2)	11%	13%	10%	--	6%	5%	13%	14%	7%	19%	13%	11%
2015	Dissat.	9%	12%	8%	--	4%	9%	7%	--	--	11%	10%	11%
Change	Dissat.	+2	+1	+2	--	+2	-4	+6	+14	+7	+8	+3	--

Top 5 Unsatisfactory Terminals	
Seattle	46%
Bainbridge	21%
Mukilteo	18%
Clinton	13%
Bremerton	10%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)

- Seattle** - Funneling the walk ons at the Seattle terminal is annoying and unnecessary. You've already got a headcount at the turnstiles.
- Seattle** - In the winter, loading procedures changed to facilitate 'more accurate counts of passengers'. This has created so much turmoil with passengers being bottle necked back up through the terminal. This system is incredibly inefficient and unsatisfactory.
- Seattle** - Takes a long time to load and unload passengers.
- Seattle** - Ticket readers are outdated, and this new policy where the gate is halfway closed at Colman Dock seems more like security theater than anything with real impact. Only result is to further slow walking onto the ferry.
- Bainbridge** - Bainbridge terminal walk way is too narrow for the rush hour times.
- Bainbridge** - Bainbridge access to ferry by walking is far too long with no option for disabled or elderly. Should have an elevator directly up.
- Mukilteo** - The terminal is too small for the volume of walk-on passengers. There is no pedestrian bridge.
- Clinton** - The walk-ons in the winter time have to stand and wait in the cold. This is OK during the week because you load walk-ons first. However some genius has decided on weekends that cars get loaded first then walk-ons causing us to stand longer in the cold.

Attribute Key Code - 7

Passenger Loading Efficient



Dissatisfaction is highest for Mukilteo/Clinton (17%).

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		1537	471	158	31	170	137	35	9	34	223	231	38
WSF walk-on passenger loading procedures are efficient	Imp. (4-5)	91%	93%	95%	89%	90%	91%	92%	63%	97%	90%	87%	72%
	Sat. (4-5)	68%	62%	64%	86%	86%	70%	58%	39%	91%	64%	70%	80%
	Dissat. (1-2)	11%	14%	14%	--	1%	8%	6%	--	5%	17%	8%	1%
2015	Dissat.	9%	12%	11%	4%	3%	9%	8%	--	--	10%	8%	--
Change	Dissat.	+2	+2	+3	-4	-2	-1	-2	--	+5	+7	--	+1

Top 5 Unsatisfactory Terminals	
Seattle	56%
Mukilteo	18%
Bainbridge	17%
Bremerton	14%
Clinton	10%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)

Seattle - Because they close the gate halfway so we have to squeeze through which slows down loading. Why do crew members need to manually count the number of passengers loading when we've all just run our passes/Orca cards through the electronic turnstiles?

Seattle -Build a better system to count passengers. Funneling us into a single file is ridiculous. Change the turnstiles to count passengers, and compare that with a manual method, if required, but unless the ferry is VERY likely to be overloaded.

Seattle - Ingress blocked unnecessarily

Mukilteo - Commuters are stacked up outside of turnstiles and then lines take a long time to get through when it is time to load walk-on passengers. This causes delays in ferry departures

Bainbridge - For the elderly and physically challenged people, the walk to the boat and especially the walk back to the terminal is difficult. The ramp is not wide enough to accommodate slower walkers or those with luggage, while others rush around them.

Bremerton - There are a lot of line cutters that walk up the left side of the loading walkway to bypass the line of people waiting.

Attribute Key Code - 8

Efficiently Process Vehicles



Dissatisfaction is highest for Fauntleroy/Vashon (31%).*

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		2708	475	139	57	295	212	75	12	91	460	830	62
WSF efficiently processes vehicles through ticket lanes	Imp. (4-5)	96%	97%	97%	99%	96%	97%	99%	67%	99%	94%	96%	100%
	Sat. (4-5)	72%	72%	79%	64%	80%	46%	70%	41%	86%	79%	59%	78%
	Dissat. (1-2)	11%	10%	5%	17%	6%	31%	18%	41%	5%	6%	18%	13%
2015	Dissat.	12%	13%	6%	12%	11%	34%	14%	24%	6%	5%	27%	19%
Change	Dissat.	-1	-3	-1	+5	-5	-3	+4	+17	-1	+1	-9	-6

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

Top 5 Unsatisfactory Terminals	
Fauntleroy	37%
Seattle	25%
Bainbridge	14%
Mukilteo	9%
Anacortes	9%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)

Fauntleroy - Being stuck behind people that need to buy tickets is very time consuming. There needs to be a lane for people to bypass the ticket booth!

Fauntleroy - Certain boats depart with only partial loads due to total failure of dock personnel to expedite traffic AND boat captains not providing sufficient time to load boats because they don't want to process required paperwork for departing late.

Fauntleroy - It's incredibly inefficient and wasteful to take a paper ticket from the person in the toll booth just to drive 10 feet and give the ticket to someone else. There has to be a better way than that.

Fauntleroy - It's terrible when the dock is 3/4 full, the lines are stopped, the cars are backed up 1/2 way up lincoln park and then the ferry leave 1/2 full because it's late (again) and they won't wait for the slow flow of cars coming in from the line on the street.

Seattle - Long lines onto side streets, and only one ticket booth open.

Seattle - Often times the ticket agents talk too much with the passengers having their turn at the booth, slowing the line down. I have literally missed a ferry because of this.

Bainbridge - Prepaid ticket lane not available.

Attribute Key Code - 12

On Time Departures



Dissatisfaction is highest for Fauntleroy/Vashon (32%) and Fauntleroy/Southworth (24%).*

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		3133	591	214	65	332	234	88	15	109	516	906	64
WSF has on-time/dependable departures	Imp. (4-5)	97%	97%	99%	92%	97%	95%	97%	91%	98%	95%	97%	94%
	Sat. (4-5)	74%	71%	84%	63%	87%	37%	51%	34%	83%	87%	70%	71%
	Dissat. (1-2)	10%	9%	6%	12%	4%	32%	24%	38%	3%	3%	9%	12%
2015	Dissat.	9%	9%	8%	2%	10%	24%	17%	6%	8%	3%	8%	14%
Change	Dissat.	+1	--	-2	+10	-6	+8	+7	+32	-5	--	+1	-2

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

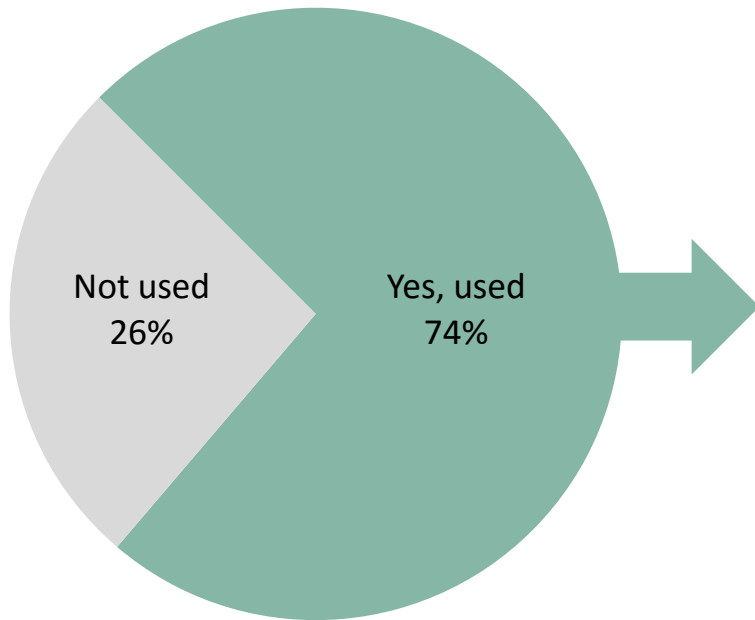
Top 5 Unsatisfactory Routes	Percentage	Example of Verbatim Complaints (complete sorted verbatims in separate document)
ANA/ SJI (n=82)	27%	They seemed to leave on time, but arriving to meet the sounder, the time varied by a several minutes making for close calls. As a cyclist waiting until the end to unload, again the difference may be in unloading efficiency.
FAU/ VAS (n=78)	26%	WSF could be more proactive in their maintenance cycles to prevent unforeseen repairs. Additionally, having additional crew available to prevent delays due to crewmen (people) missing their arrival times.
SEA/ BAIN (n=59)	19%	WSF could have speed up the boat to arrive on time. In instances of weather related delays WSF could provide realistic arrival time estimates.
MUK/ CLI (n=20)	7%	Bremerton boat always leaves a few min late messing up the arrival time making my ride wait.
FAU/ SOU (n=19)	6%	Employees have to be on-time for the first ferry; consistent loading and unloading; hold walk-ons more till right before disembarking if needed (not both).
		Adjust the schedule not to overlap with other boats. Have a full crew on the boat everyday.
		Discover problems earlier and take proactive actions to fix before it causes a late departure.

Using WSF Website

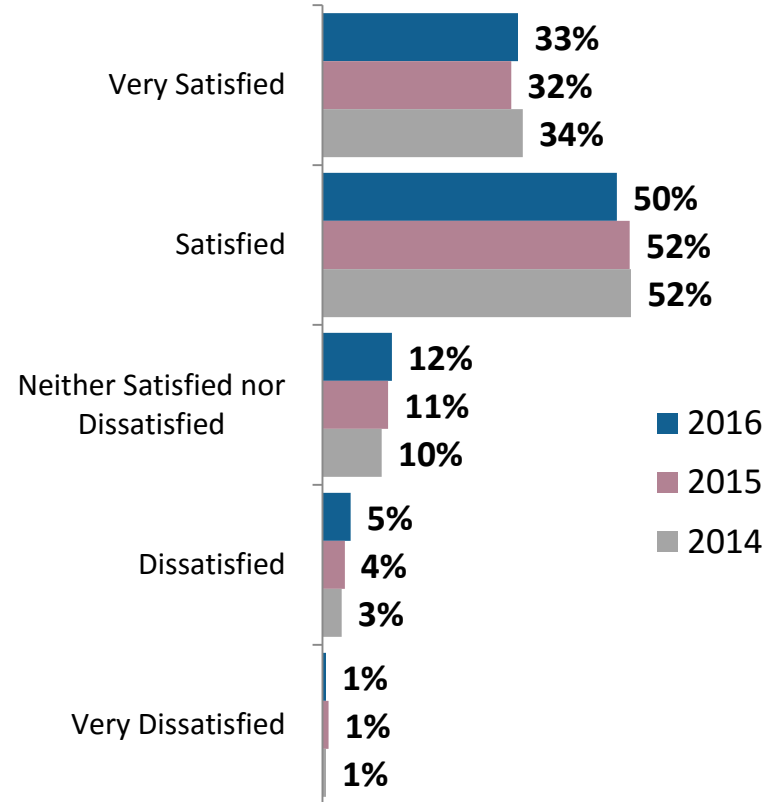


Three-fourths of riders (74%) have used the WSF website and most (83%) continue to say they are satisfied with their experience.

Used WSF Website



Experience Using Website
(n=2,491 / 1,910 / 2,636)



Q133. During the Winter Schedule period (December 27th – March 19th 2016), have you for any reason used the WSF website?

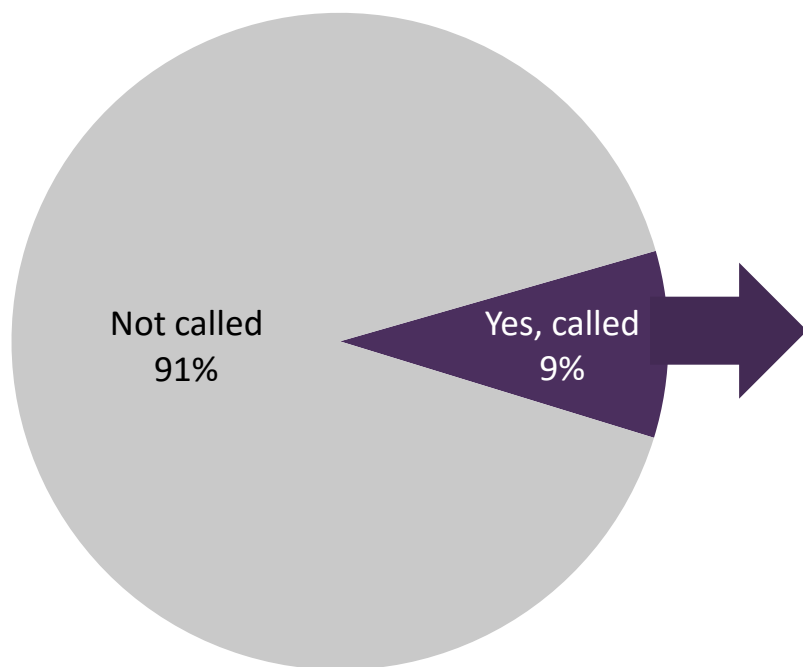
Q134. How satisfied were you with your experience using the WSF website? (n=xxx/1910/2636)

Calling WSF Customer Service by Phone



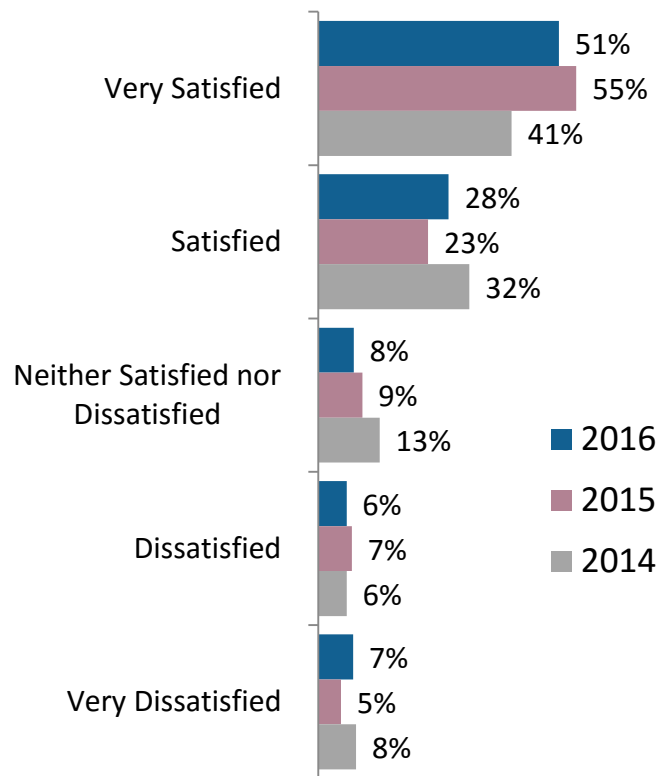
Only one-in-ten (9%) riders have contacted WSF customer service by phone and most (79%) are satisfied with their experience.

Called WSF Customer Service



Experience Calling WSF

(n=412 / 332 / 268)

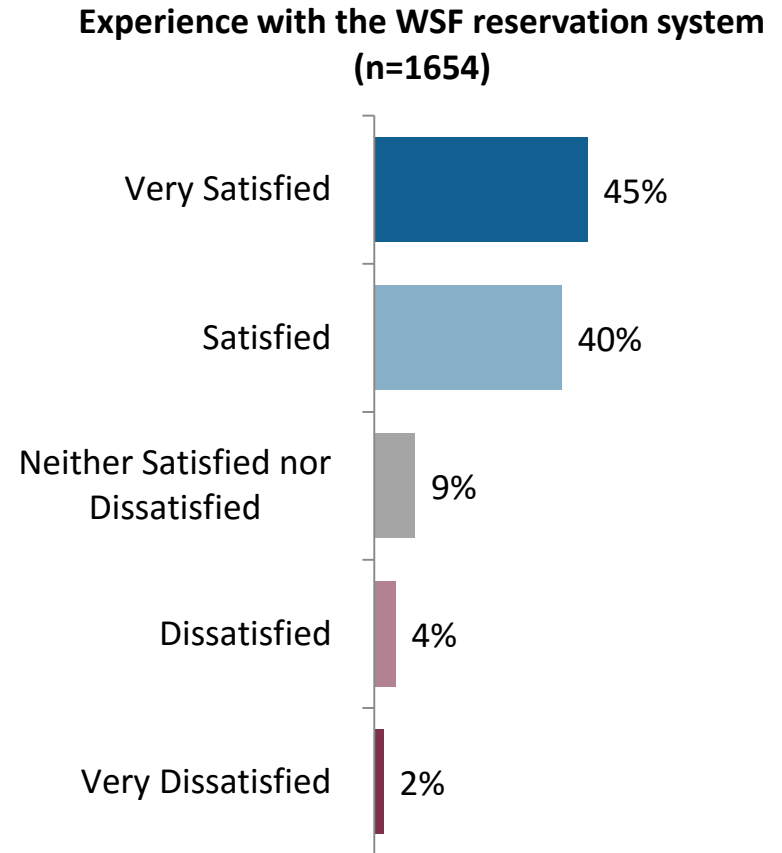
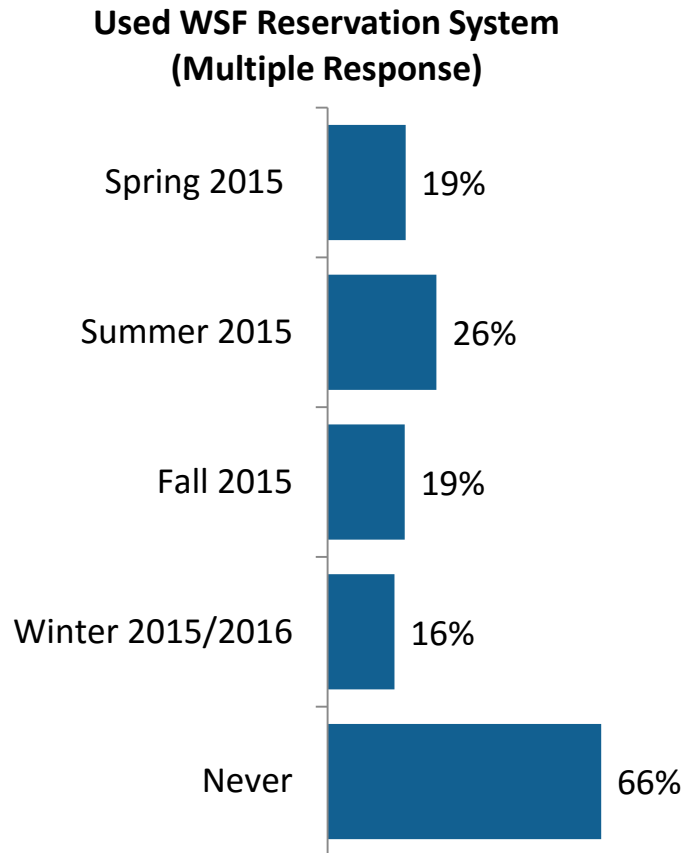


Q136. During the Winter Schedule period (December 27th 2015 – March 19th 2016), have you for any reason called WSF Customer Service by phone?
 Q137. How satisfied were you with your experience calling the WSF by phone? (n=412 / 332/ 268)

Using WSF Reservation System



Among riders who used WSF reservation system, most (85%) say that they are satisfied with their experience. Only 6% of those that use the system are dissatisfied with it.



Q139. Have you used WSF reservation system during ... (Circle all that apply)

Q140. How satisfied were you with your experience with WSF reservation system?



Questions & Answers



THANK YOU!

For More Information Contact:

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