



**Washington State Transportation Commission**  
Ferry Riders Opinion Group (FROG) Survey Panel  
January 2016 WSF Winter Ferry Performance  
Final Report

# Preface



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

This report is the 2016 WSF Winter Ferry Performance Study with a target audience of winter commuter riders, sampled from the FROG panel.

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# 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%.*

# Executive Summary



## OVERALL SATISFACTION/RIDERSHIP

- ▶ Overall satisfaction with the service provided by WSF during the recent winter period (Dec 27<sup>th</sup> 2015 to March 19<sup>th</sup> 2016) continues to be strong (74% Satisfied). Riders on the Fauntleroy/Vashon (39%), and San Juan Interisland (35%) continue to have the highest overall dissatisfaction by a wide margin. These routes has also experienced the largest jumps in dissatisfaction in the past year, growing 10 and 8 points respectively.
- ▶ Compared to 2015, there is little difference in the routes people rode this winter - Seattle/Bainbridge (42%) and Edmonds/Kingston (32%) continue to top the list. The travel frequency for most routes is little changed, although average number of trips per month has dropped off substantially for already lower used routes such as the San Juan Interisland, Southworth/Vashon, Fauntleroy/Southworth, and Pt Defiance/Tahlequah.
- ▶ All routes except Coupeville/Pt. Townsend and Anacortes/San Juan Islands are primarily used for commuting. Anacortes/San Juan has a high percentage of “other” trips (shopping, medical appointments, etc.).

## MOST RECENT TRIP

- ▶ Just over a quarter of riders (27%) say Seattle/Bainbridge was the last route they rode, followed by Mukilteo/Clinton (18%) and Edmonds/Kingston (17%). Results are very similar to 2015.
- ▶ As in winter 2015, commuting to work (28%) is the most common purpose of riders’ most recent trip, followed by visiting family/friends (17%).
- ▶ As in winter 2015, a majority of riders drove their own car on (45%) for their most recent ferry trip. While still the most common boarding mode, this is more than a ten point drop from 2015. One-in-four (25%) walked on. Passengers in cars has doubled (22%).
- ▶ A majority of winter riders’ most recent trips continue to be weekday trips, however the number of off-peak trips (39%) has increased by 8 points and the number of peak trips dropped by 10 points (20%).

# Executive Summary



## PERFORMANCE MEASURES

- ▶ Winter 2016 dissatisfaction on all attributes is largely unchanged compared to 2015. Overall dissatisfaction remains highest, by a wide margin, for “adequate parking near terminals” (31%), an increase of 6 points from 2015.
- ▶ As in 2015, the greatest opportunity areas (that is a combination of higher importance and low satisfaction) system wide are terminal bathroom cleanliness and clear loading crew directions. While a low priority overall, riders are very dissatisfied with parking availability.
- ▶ There is substantial dissatisfaction with terminal bathrooms on the Seattle/Bremerton (29%) and Seattle/Bainbridge (34%) routes.
- ▶ There is significant dissatisfaction with the availability of adequate parking on the Pt Defiance/Tahlequah (40%) Fautleroy/Vashon (45%) and most notably, Mukilteo/Clinton (58%) routes.
- ▶ Riders on the Fautleroy/Vashon (31%), route are dissatisfied with the efficiency of vehicle processing through ticket booths.

## WSF WEBSITE / CUSTOMER SERVICE

- ▶ Three-fourths of winter riders (74%) have used the WSF website and most (83%) continue to be satisfied.
- ▶ Among the 5% of riders who are dissatisfied with the website, the overwhelming majority attribute poor web site design and organization as the top reason (59%) for their dissatisfaction.
- ▶ Only one-in-ten (9%) winter riders have contacted WSF customer service by phone and most (79%) are satisfied with their experience. Intensity of satisfaction has decreased minimally, dropping 4 points since 2015, although overall satisfaction remains the same (78% overall last year).
- ▶ Among the 13% who are dissatisfied with phone customer service, the plurality (42%) mentioned the long hold times.



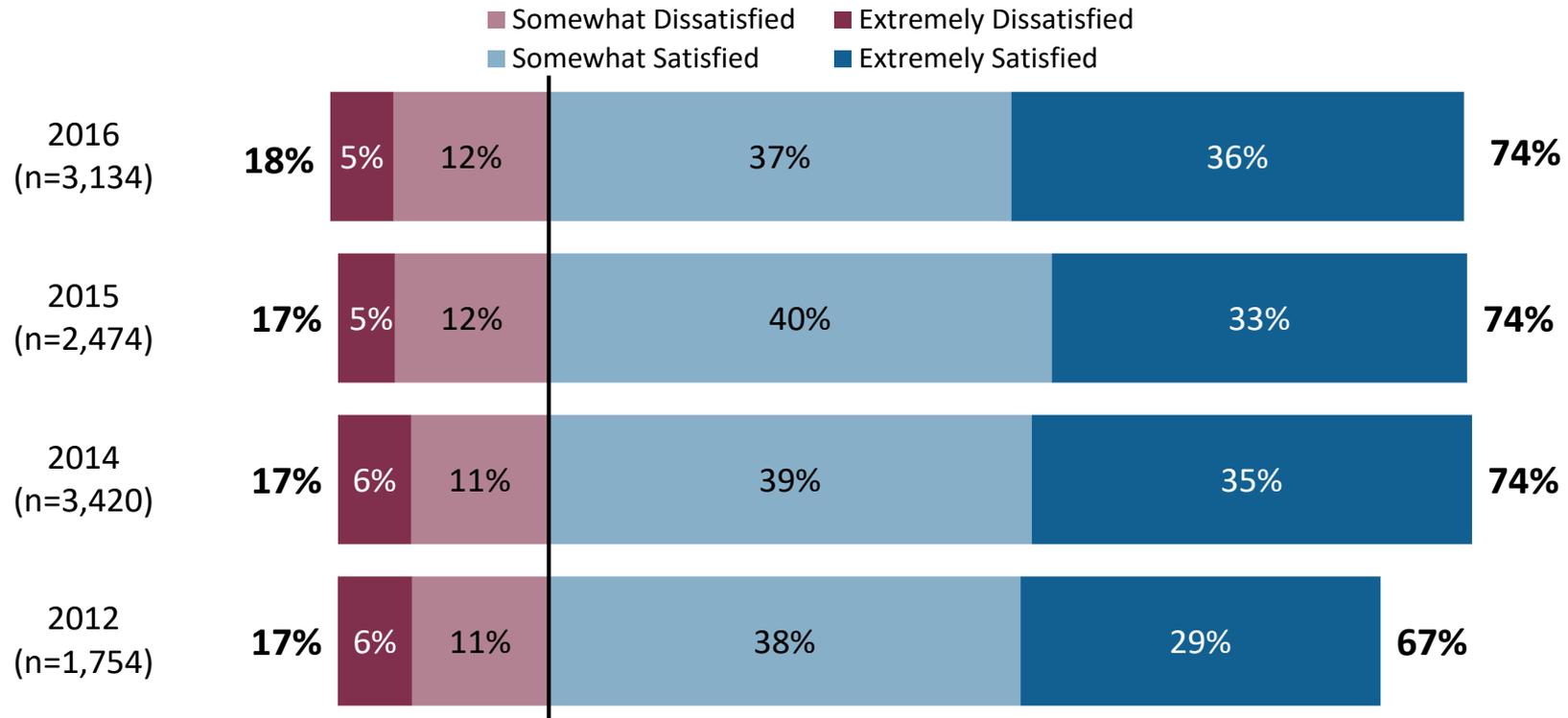
# Detailed Study Findings

# 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

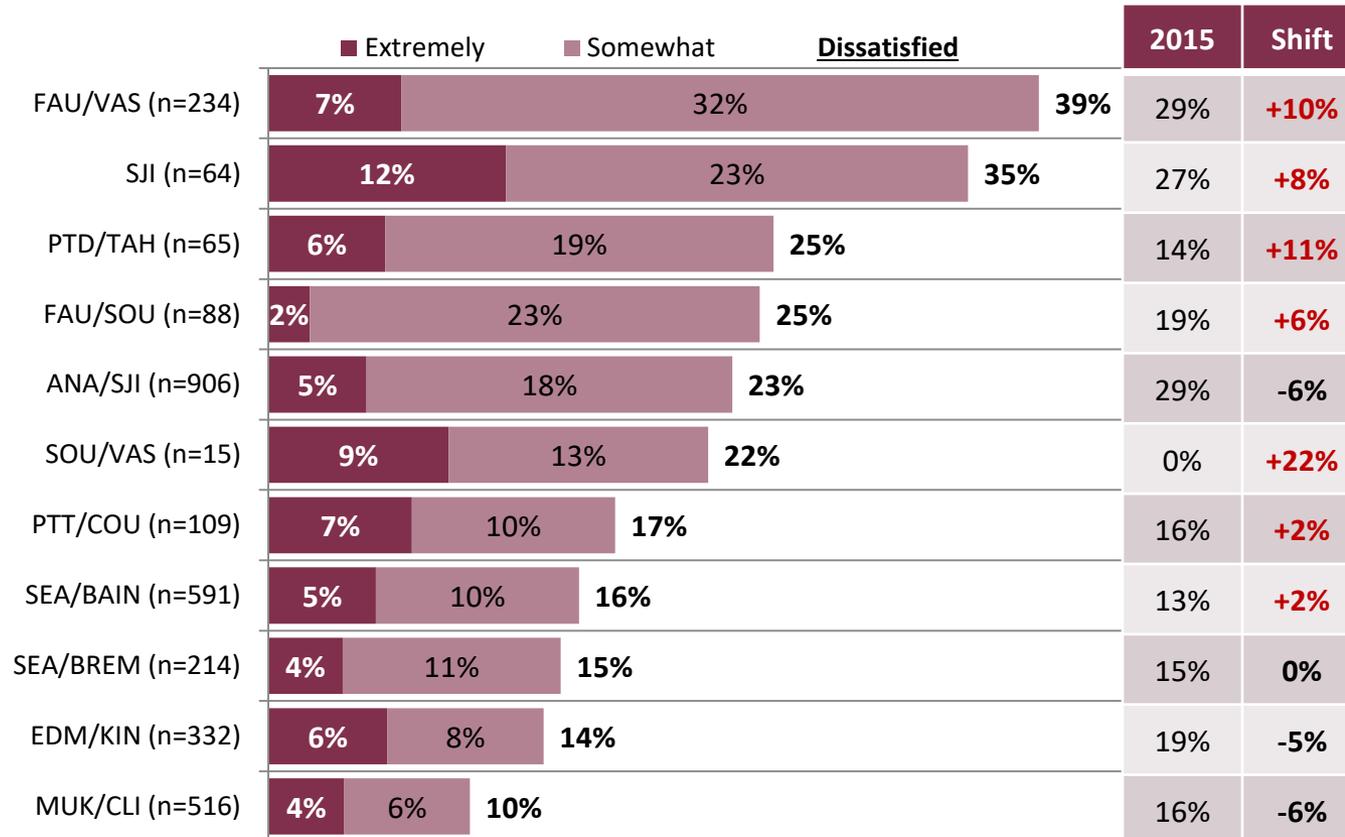
Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, December 27th 2015 through March 19th 2016. All things considered, how satisfied are you with the service provided by Washington State Ferries?

# 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)

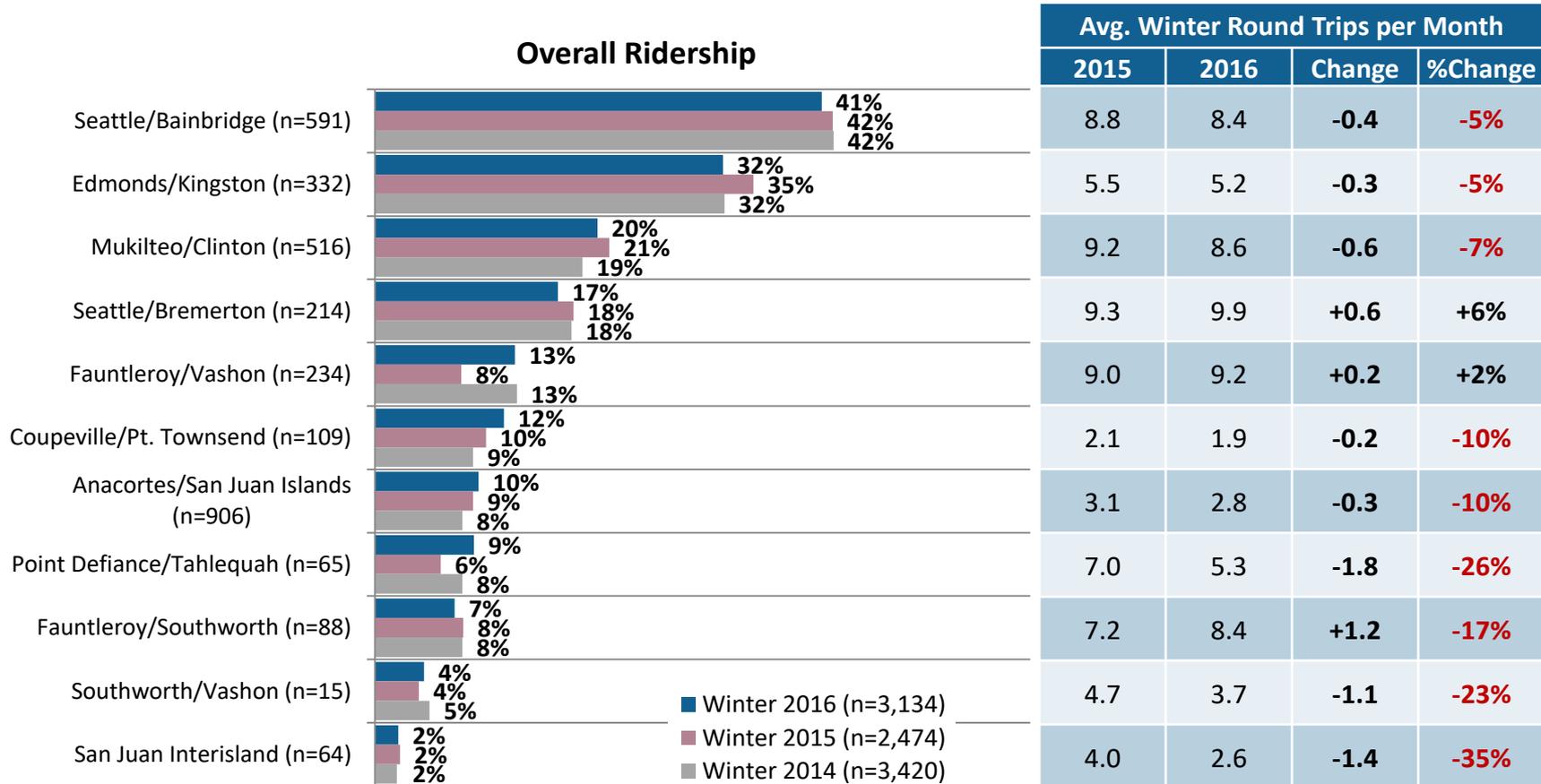


Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, December 27th 2015 through March 19th 2016. All things considered, how satisfied are you with the service provided by Washington State Ferries?

# 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]

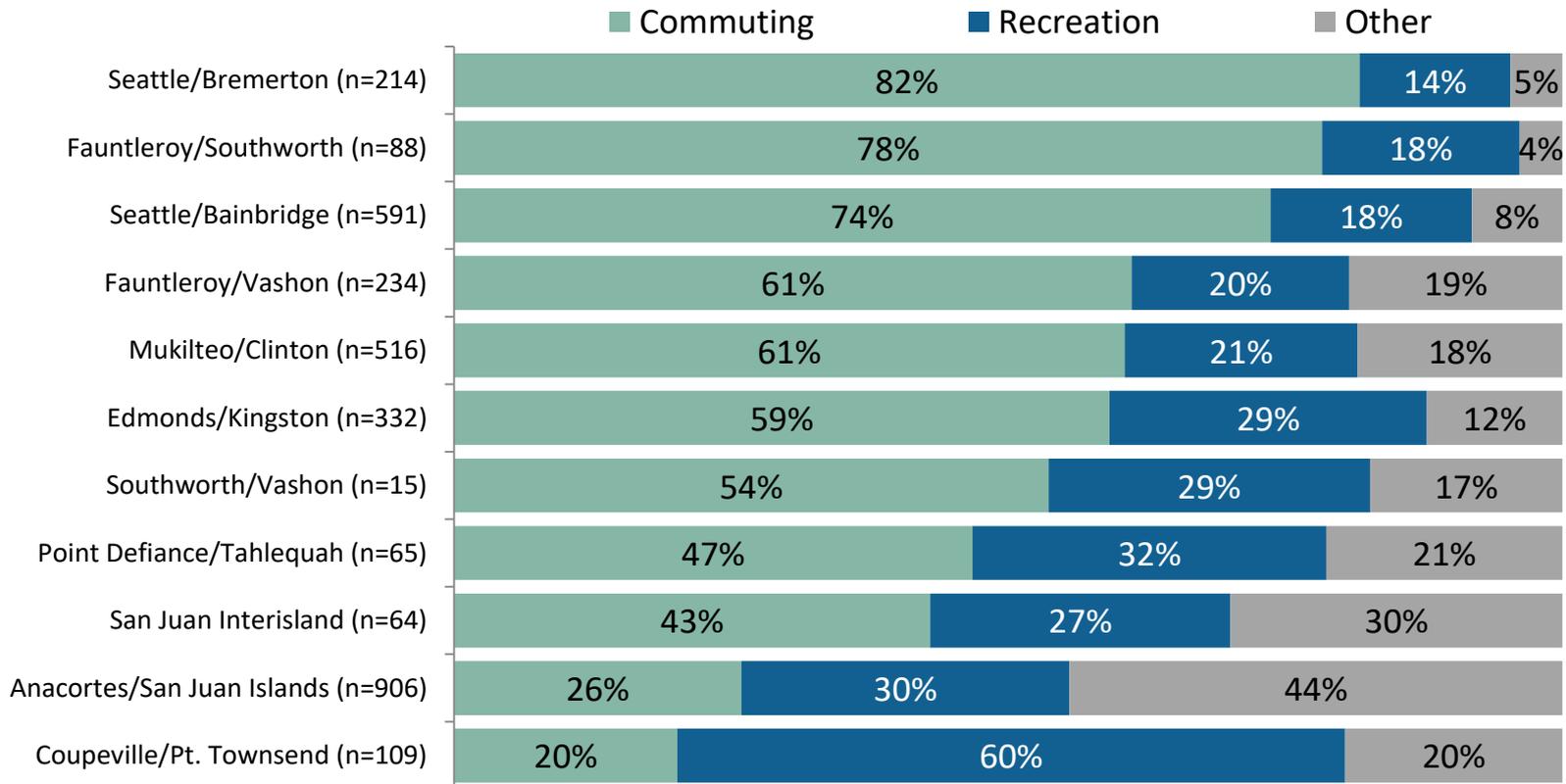
Q3. To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the route(s) shown below - how many round trips (two one-way trips = one round trip) per month you take during the Winter period?

# Trip Purpose



All routes except Coupeville/Pt. Townsend and Anacortes/San Juan Islands are primarily used for commuting. Anacortes/San Juan has a high percentage of “other” trips (shopping, medical appointments, etc.).

### Trip Purpose by Route



Q4. Approximately how many of those per month round trips, for each route, were for the primary purpose of commuting (getting to and from work/school), how many were primarily recreational/social purposes (seeing friends/going to events, etc.) and how many were for other purposes (shopping, medical appointments, etc.)?



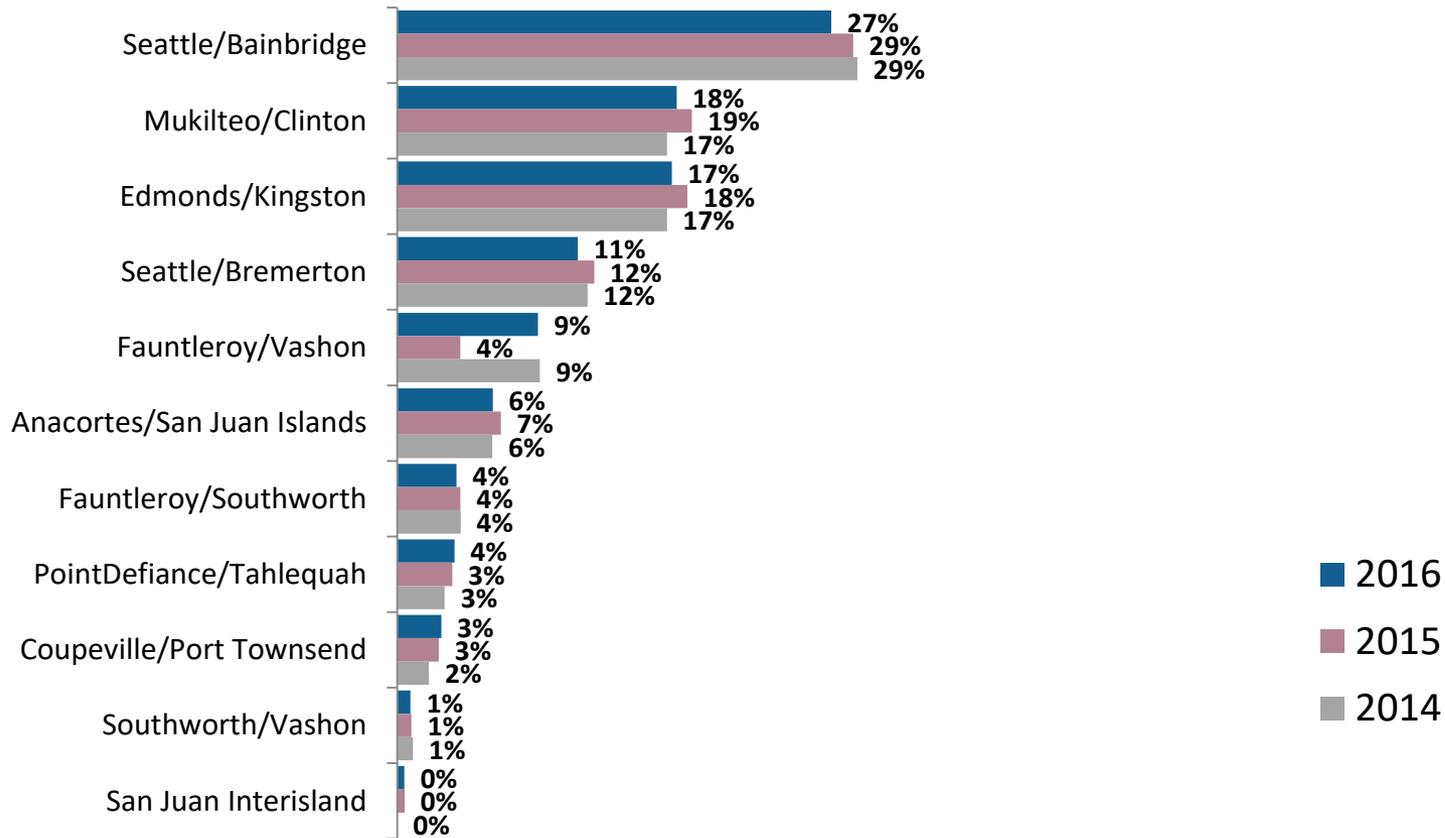
# Most Recent Trip

# Most Recent Trip - Route



*Just over a quarter of riders (27%) say Seattle/Bainbridge was the last route they rode, followed by Mukilteo/Clinton (18%) and Edmonds/Kingston (17%). Results are very similar to 2015. This question reflects the actual results of the WSF traffic count by route for the winter periods.*

### Most Recent Trip Route

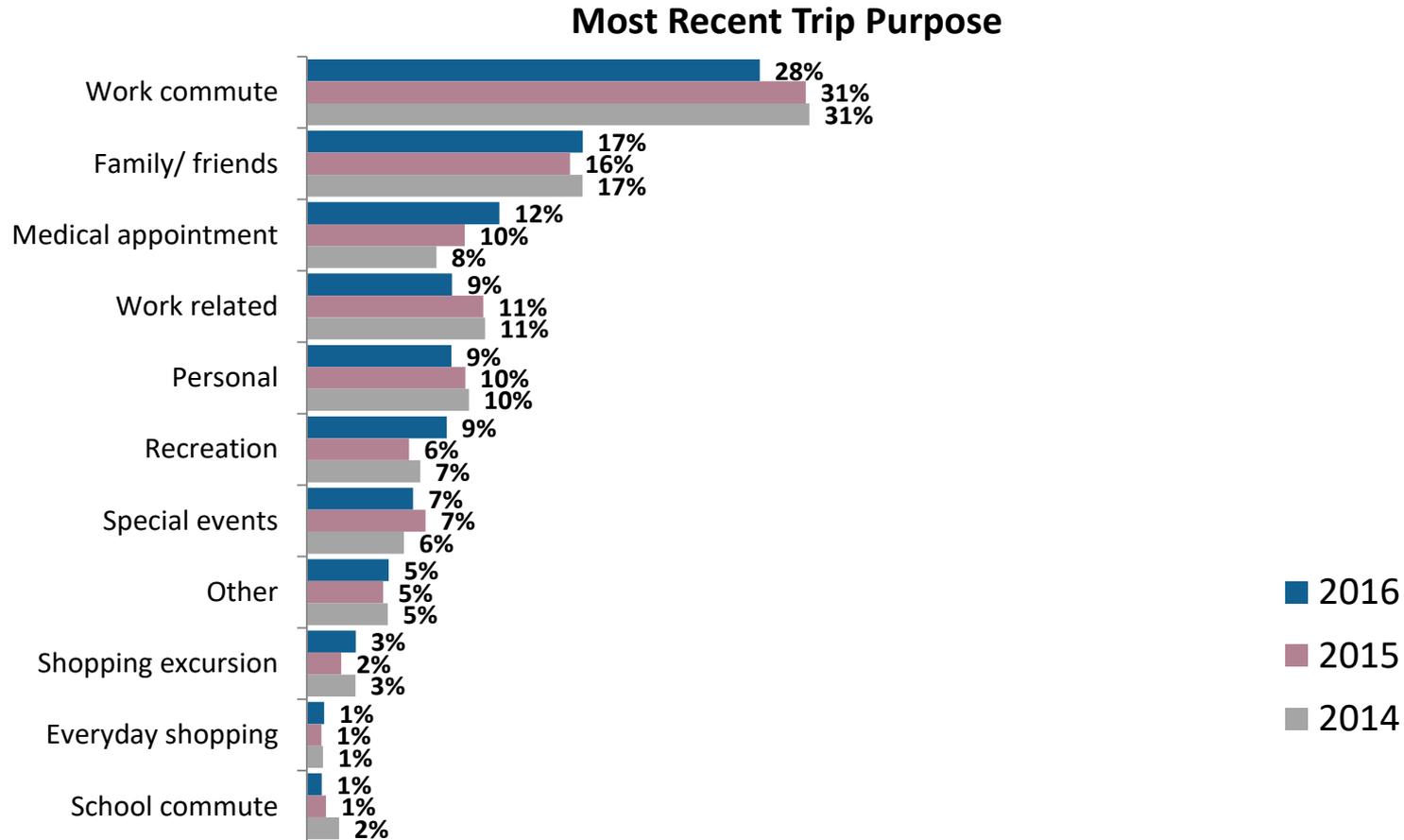


Q10. Now focusing in on your most recent ferry trip, what was the last route that you rode?

# Most Recent Trip – Purpose



As in 2015, work commute (28%) is the most common purpose of riders' most recent trip, followed by visiting family/friends (17%).

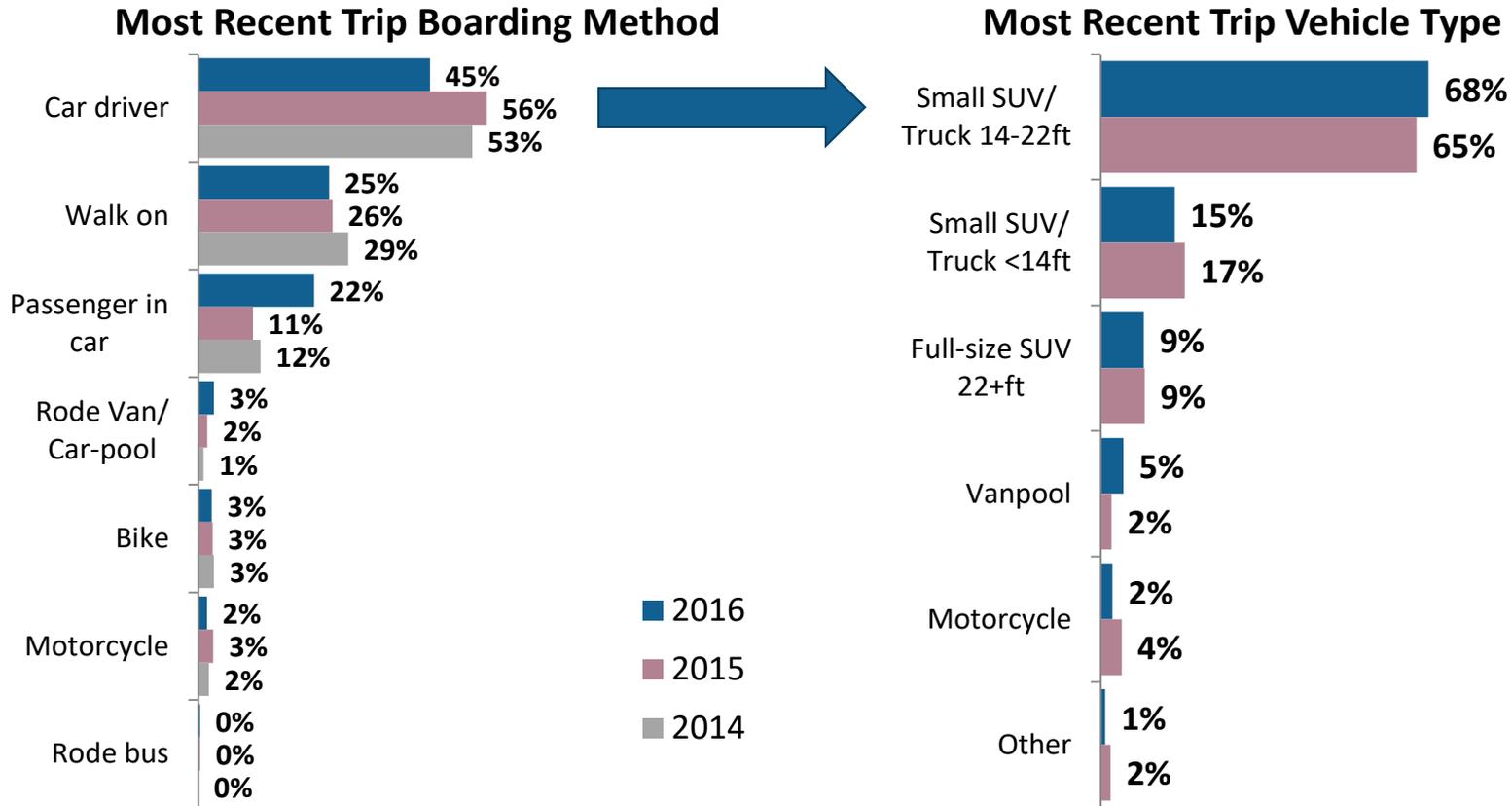


Q12. Thinking about your LAST FERRY RIDE ONLY on the  $\{custom1\}$  route, which of the following was the PRIMARY PURPOSE for that specific trip?

# Most Recent Trip – Boarding Method/Vehicle Type



As in 2015, almost half (45%) of the riders drove on for their most recent ferry trip. One-in-four (25%) walked on. Among those who did drive on, two-thirds (68%) were in a vehicle that was 14 to 22 feet long.



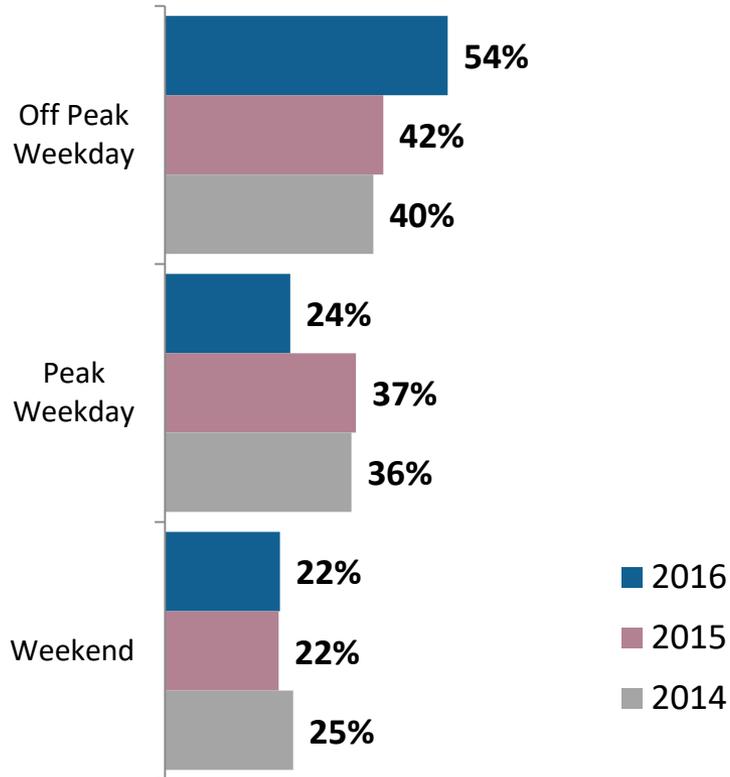
Q13. Thinking about your LAST FERRY RIDE ONLY on the  $\{custom1\}$  route, how did you board the ferry for your outbound and returning trips?  
 Q14. Thinking about your LAST FERRY RIDE ONLY on the  $\{custom1\}$  route, which of the following best describes the vehicle you drove on the ferry?

# Most Recent Trip – Time and Ticket Type

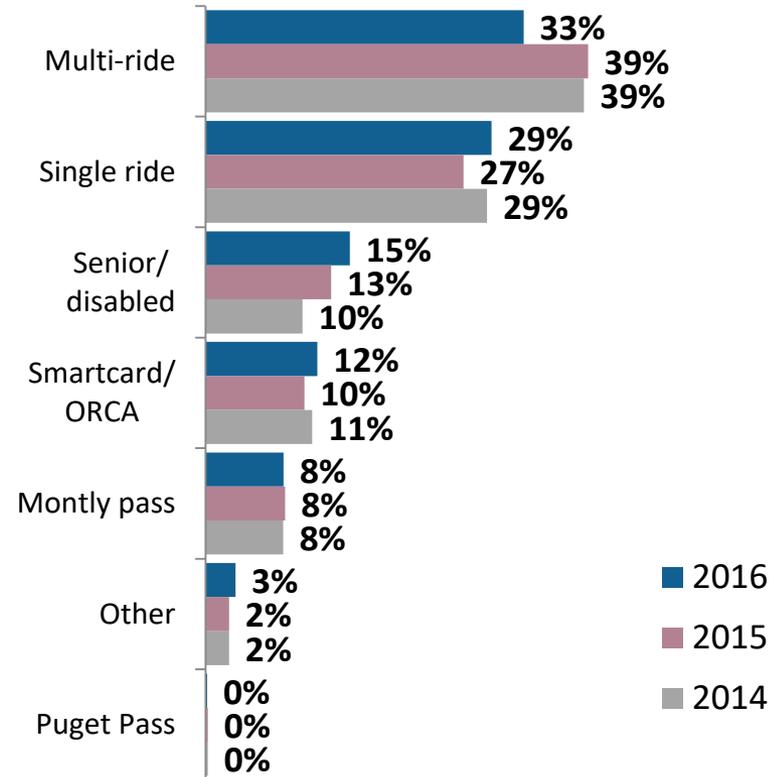


A majority of riders' most recent trips continue to be weekday trips. Off-peak trips have grown (54% up 12 points from 2015) and peak trips dropped (down 13 points to 24%). A majority use multi or single ride tickets; few use monthly passes or Orca cards.

### Most Recent Trip Time\*



### Most Recent Trip Ticket Type



Q15. Thinking about your LAST FERRY RIDE ONLY on the  $\{custom1\}$  route, what was the date and scheduled departure time (or approximate time of sailing if you don't remember)?

Q16. Finally, thinking about your LAST FERRY RIDE ONLY on the  $\{custom1\}$  route, on what kind of ticket were you travelling?

\* In 2016 23% declined to give the time and date of their last ferry ride (Compared to 21% in 2015 and 12% in 2014)



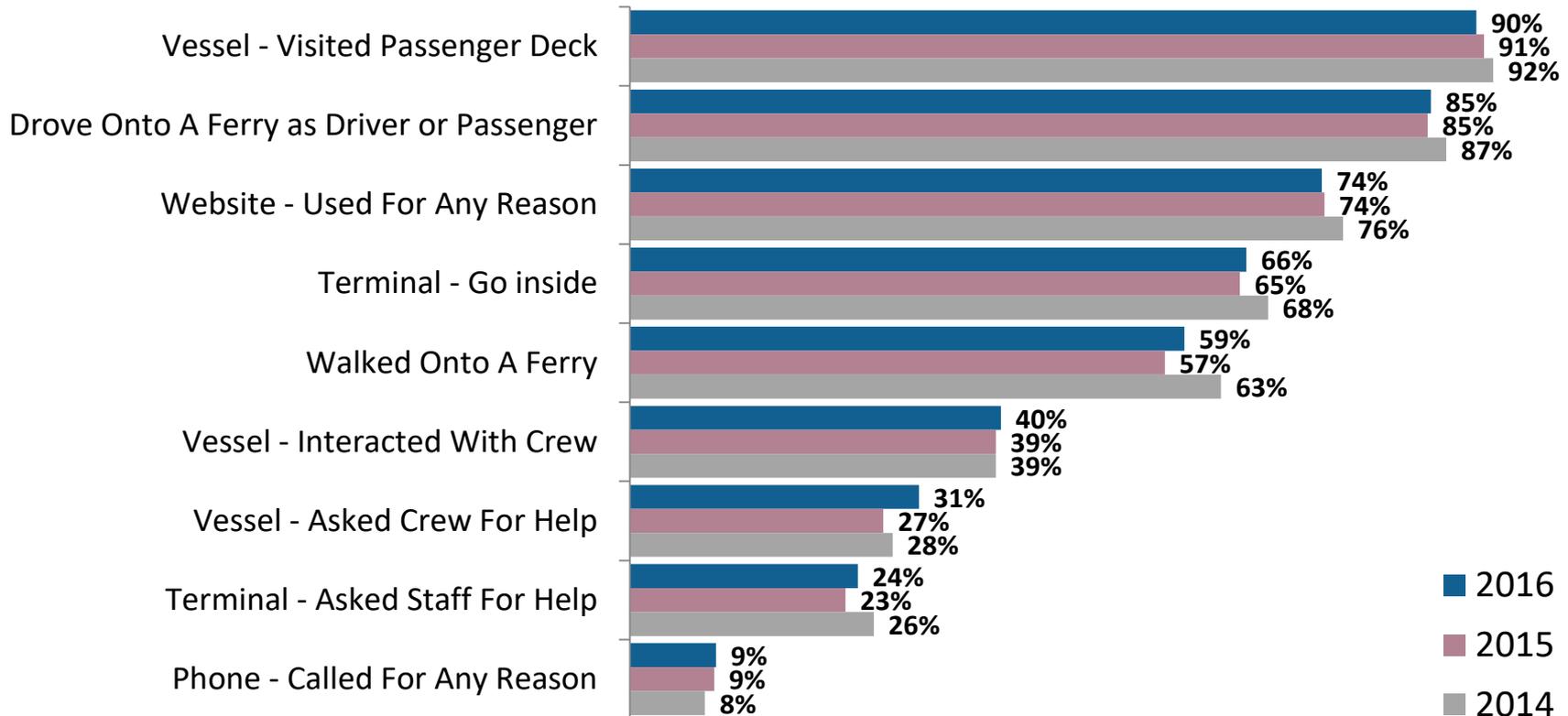
# Performance Ratings

# 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?

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

# Summary of Attribute Dissatisfaction by Route



	Dissatisfaction by Route												
	Import (4-5)	Dissat. (1-2)	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents	1853	1853	477	169	31	184	159	52	11	78	279	380	33
There is adequate parking near the terminals	78%	<b>31%</b>	21%	25%	40%	31%	45%	33%	27%	17%	<b>58%</b>	15%	18%
The bathrooms in the terminals are clean and well maintained	94%	<b>20%</b>	29%	34%	20%	13%	6%	2%	0%	17%	10%	14%	16%
The terminals are comfortable	82%	<b>17%</b>	21%	20%	15%	14%	13%	15%	<b>43%</b>	6%	6%	24%	24%
Sailing schedule is adequately coordinated w/transit services	70%	<b>15%</b>	14%	17%	19%	13%	19%	21%	27%	2%	12%	<b>35%</b>	23%
Vehicle loading crews provide clear directions/hand signals	95%	<b>14%</b>	8%	12%	18%	12%	20%	25%	<b>47%</b>	9%	18%	18%	16%
WSF efficiently processes vehicles through ticket lanes	96%	<b>11%</b>	10%	5%	17%	6%	<b>31%</b>	18%	<b>41%</b>	5%	6%	18%	13%
WSF provides easy loading/unloading for walk-on passengers	92%	<b>11%</b>	13%	10%	0%	6%	5%	13%	14%	7%	<b>19%</b>	13%	11%
WSF walk-on passenger loading procedures are efficient	91%	<b>11%</b>	14%	14%	0%	1%	8%	6%	0%	5%	<b>17%</b>	8%	1%
WSF vehicle loading procedures are efficient	95%	<b>9%</b>	6%	3%	16%	6%	14%	18%	<b>29%</b>	6%	9%	15%	12%
WSF walk-on passenger unloading procedures are efficient	90%	<b>9%</b>	12%	11%	0%	3%	4%	6%	14%	7%	12%	7%	0%
WSF loads ferries to capacity with little room between vehicles	88%	<b>9%</b>	6%	5%	7%	4%	<b>18%</b>	17%	12%	10%	11%	11%	11%
WSF vessels are well maintained and safe	96%	<b>8%</b>	8%	16%	2%	6%	5%	11%	<b>22%</b>	2%	6%	13%	10%
The bathrooms on the ferries are clean and well maintained	96%	<b>8%</b>	9%	16%	7%	9%	1%	5%	11%	12%	4%	8%	4%
Terminal staff is helpful, competent and knowledgeable	87%	<b>8%</b>	9%	14%	5%	5%	6%	12%	11%	4%	6%	7%	0%
WSF vehicle unloading procedures are efficient	94%	<b>7%</b>	9%	6%	4%	6%	7%	16%	<b>21%</b>	4%	6%	7%	5%
The terminals are clean and well maintained	92%	<b>7%</b>	11%	13%	3%	3%	2%	2%	11%	2%	2%	9%	5%
WSF vehicle loading crew is friendly, courteous and polite	88%	<b>6%</b>	5%	8%	10%	5%	7%	13%	12%	9%	5%	11%	4%
WSF makes buying tickets easy and quick	95%	<b>6%</b>	4%	3%	14%	3%	<b>15%</b>	10%	9%	10%	3%	5%	3%
The ferry passenger seating areas are clean/comfortable	96%	<b>5%</b>	6%	17%	2%	3%	2%	4%	0%	4%	2%	6%	2%
Vehicle unloading crews provide clear directions/hand signals	94%	<b>5%</b>	3%	4%	4%	3%	7%	11%	<b>38%</b>	5%	6%	6%	3%
WSF vessel crew is friendly, courteous and polite	96%	<b>4%</b>	3%	9%	3%	2%	5%	2%	0%	4%	3%	5%	0%
The WSF vessel crew is helpful, competent, knowledgeable	97%	<b>3%</b>	3%	3%	0%	4%	7%	5%	0%	4%	2%	4%	0%
WSF toll booth staff is friendly, courteous and polite	91%	<b>3%</b>	4%	2%	3%	2%	5%	6%	0%	7%	2%	4%	2%
WSF vehicle unloading crew is friendly, courteous and polite	87%	<b>3%</b>	2%	4%	4%	3%	3%	10%	9%	5%	2%	5%	2%

# Dissatisfied Riders – Dissatisfaction by Attribute



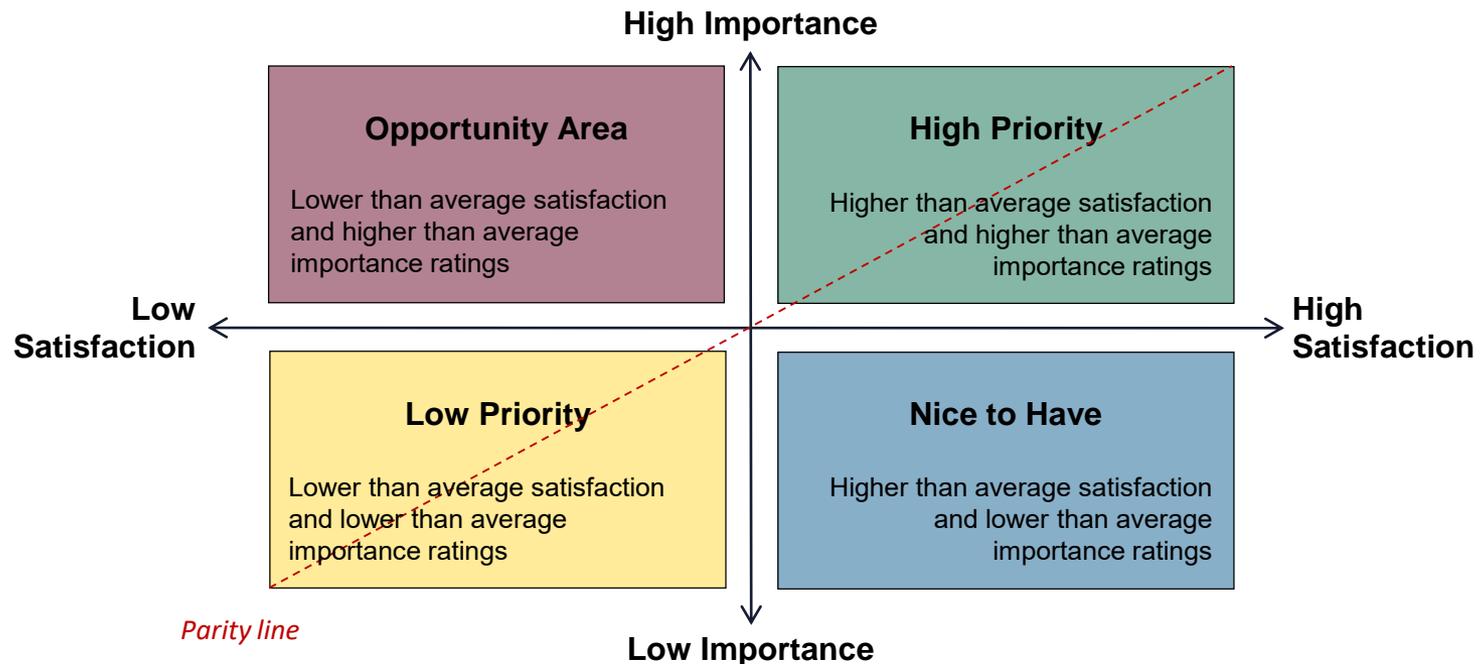
*As expected, riders who are dissatisfied overall have higher dissatisfaction levels on every individual attribute. By far, dissatisfied riders are most unhappy with parking availability.*

	Dissatisfaction			All Riders	Difference
	Very Dissatisfied	Somewhat Dissatisfied	<b>Dissatisfied</b>		
Adequate parking near terminals	25%	25%	<b>51%</b>	31%	<b>+20</b>
Efficiently processes vehicles	14%	14%	<b>28%</b>	11%	<b>+17</b>
Terminals are comfortable	11%	14%	<b>26%</b>	17%	<b>+9</b>
Loading crews provide clear directions	11%	14%	<b>25%</b>	14%	<b>+11</b>
Terminal bathrooms clean	13%	11%	<b>24%</b>	20%	<b>+4</b>
WSF and Transit schedules coordinated	11%	12%	<b>23%</b>	15%	<b>+8</b>
Loading procedures efficient	11%	12%	<b>23%</b>	9%	<b>+14</b>
Easy loading/ unloading for walk-on	12%	11%	<b>23%</b>	11%	<b>+12</b>
Terminal Staff is helpful	8%	12%	<b>21%</b>	8%	<b>+12</b>
Passenger loading efficient	11%	9%	<b>20%</b>	11%	<b>+9</b>
Loads ferries to capacity	8%	11%	<b>20%</b>	9%	<b>+11</b>
Passenger unloading efficient	8%	11%	<b>19%</b>	9%	<b>+10</b>
Unloading procedures efficient	9%	8%	<b>17%</b>	7%	<b>+10</b>
Ferry bathrooms are clean	8%	7%	<b>15%</b>	8%	<b>+7</b>
Buying tickets easy and quick	7%	9%	<b>15%</b>	6%	<b>+9</b>
Vehicle loading crew is friendly	6%	9%	<b>15%</b>	6%	<b>+9</b>
Vessels are well maintained	7%	8%	<b>15%</b>	8%	<b>+7</b>
Vessel crew is helpful	5%	7%	<b>12%</b>	3%	<b>+9</b>
Vessel crew is friendly	5%	7%	<b>12%</b>	4%	<b>+8</b>
Unloading crews provide clear directions	4%	8%	<b>12%</b>	5%	<b>+7</b>
Terminals are clean	6%	5%	<b>11%</b>	7%	<b>+4</b>
Passenger seating areas are clean	5%	6%	<b>11%</b>	5%	<b>+6</b>
Toll booth staff is friendly	5%	5%	<b>10%</b>	3%	<b>+7</b>
Unloading crew is friendly	3%	6%	<b>9%</b>	3%	<b>+6</b>

# 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.



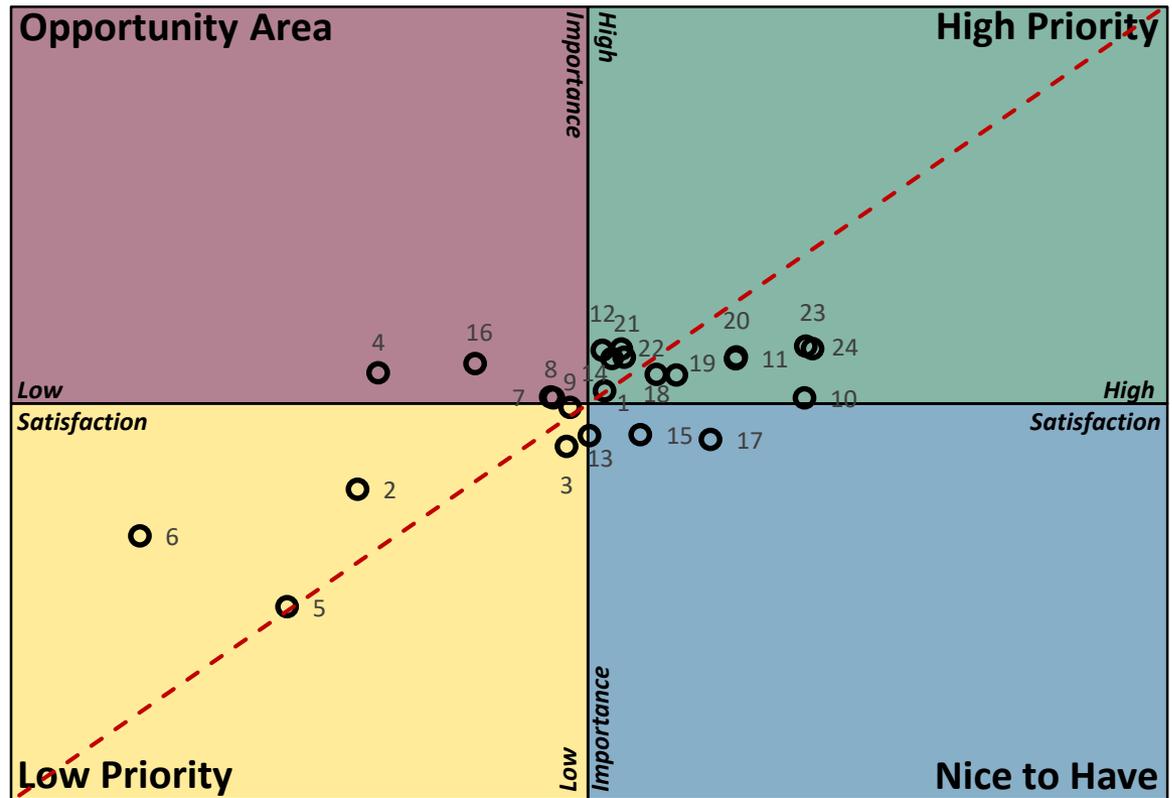
# Gap Analysis: Overall



**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)



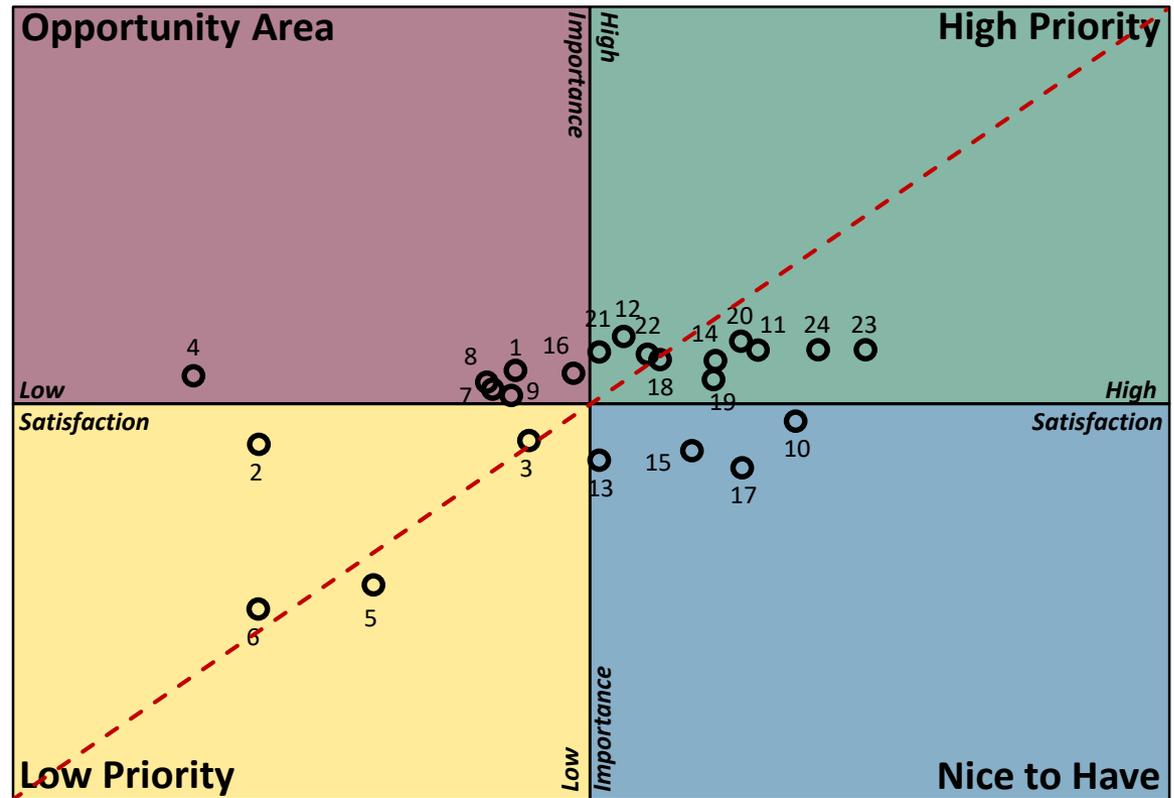
# Gap Analysis: Seattle/Bainbridge



**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
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=210-555)





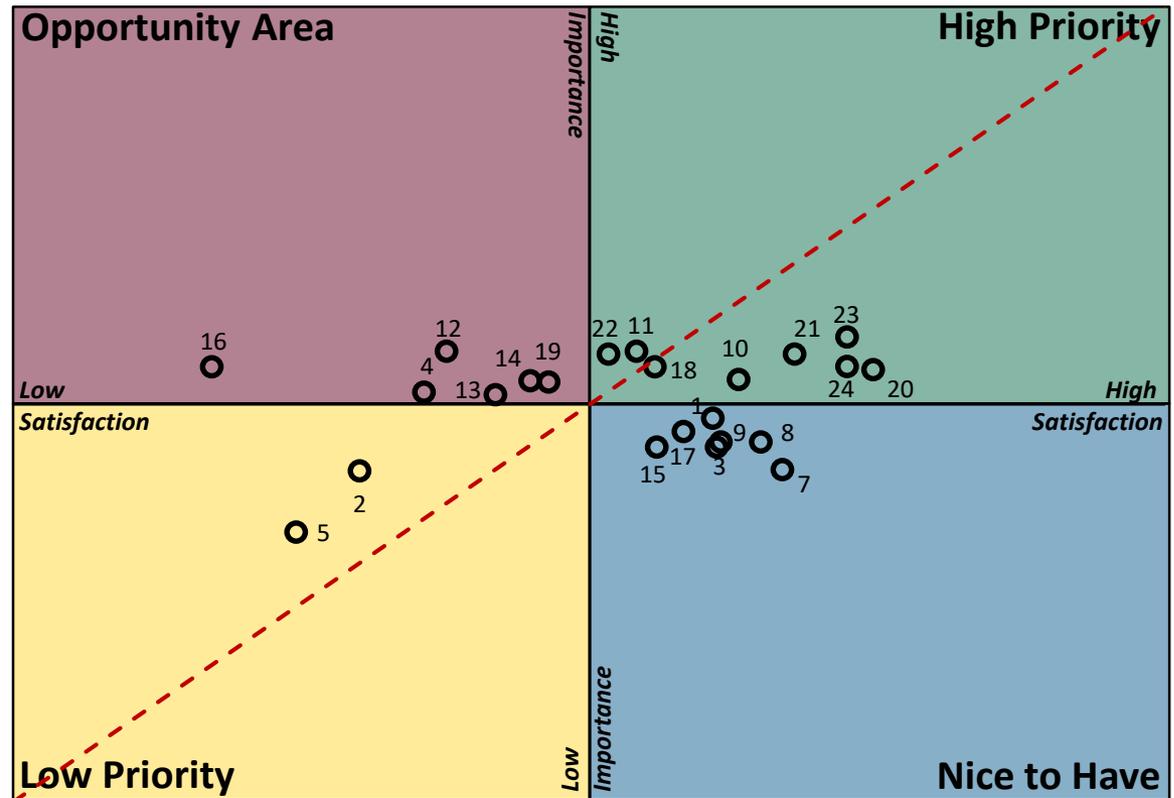
# Gap Analysis: Pt. Defiance/Tahlequah



**Opportunity areas:** Providing clear loading instructions are the biggest opportunity for improvement. Cleanliness of terminal bathrooms and friendliness of vehicle loading crews are also opportunity areas. Coordination of WSF and Transit schedules is a low priority to riders, but it is underperforming by a large 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=31-57)



\* 6 is outside of displayed graph area.

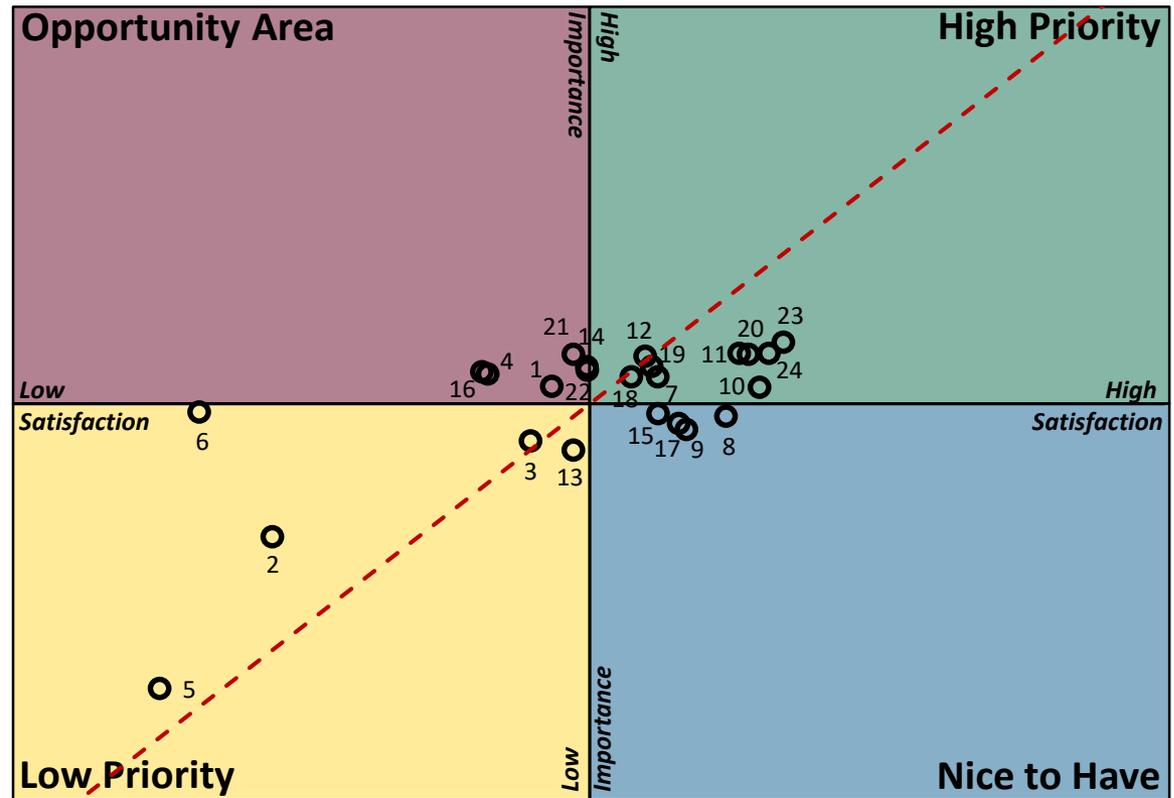
# Gap Analysis: Edmonds/Kingston



**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)



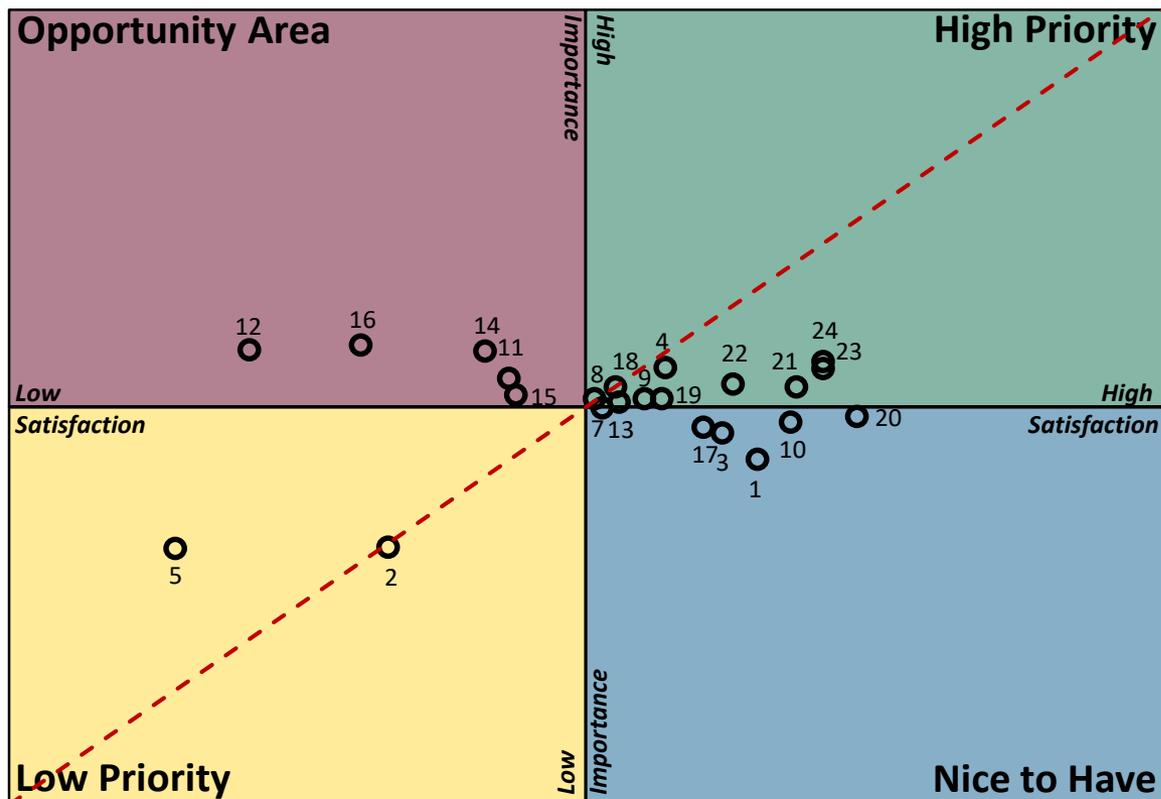
# Gap Analysis: Fauntleroy/Vashon



**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)



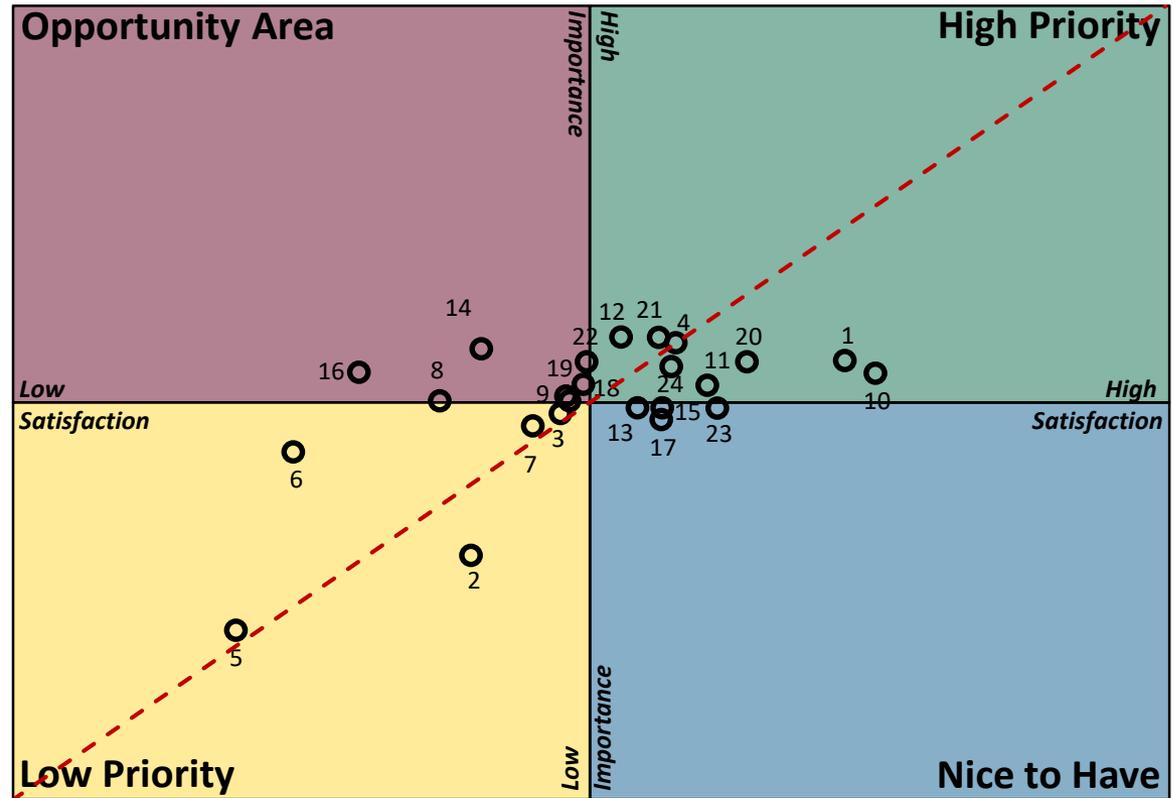
# Gap Analysis: Fauntleroy/Southworth



**Opportunity areas:** Loading crews providing clear directions is the key opportunity area, followed by efficiency of loading procedures, and passenger loading efficiency. While not a high priority, parking availability 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=35-76)



\* 6 is outside of displayed graph area.

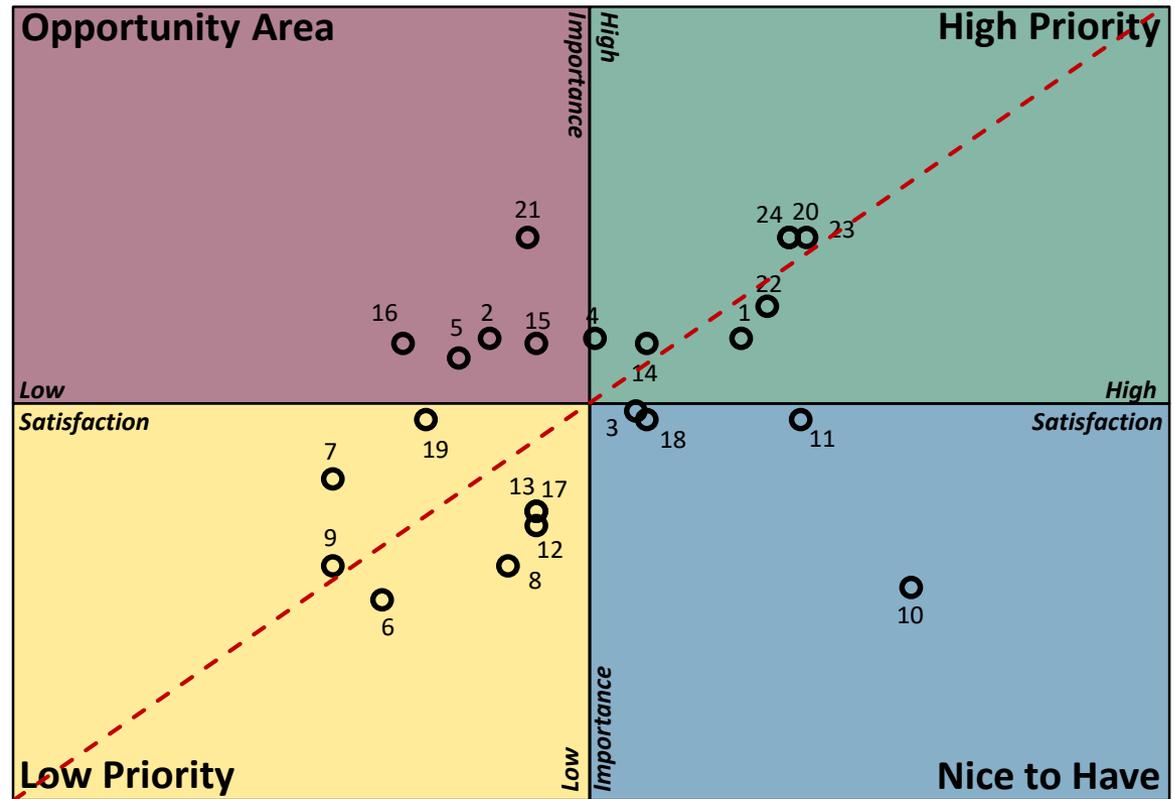
# Gap Analysis: Southworth/Vashon



**Opportunity areas:** Ferry bathroom cleanliness and loading crews providing clear directions are the key opportunity areas, followed by coordinated WSF and Transit schedules and loading ferries to capacity. Ease of loading and unloading as a walk-on is a low 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=6-12)



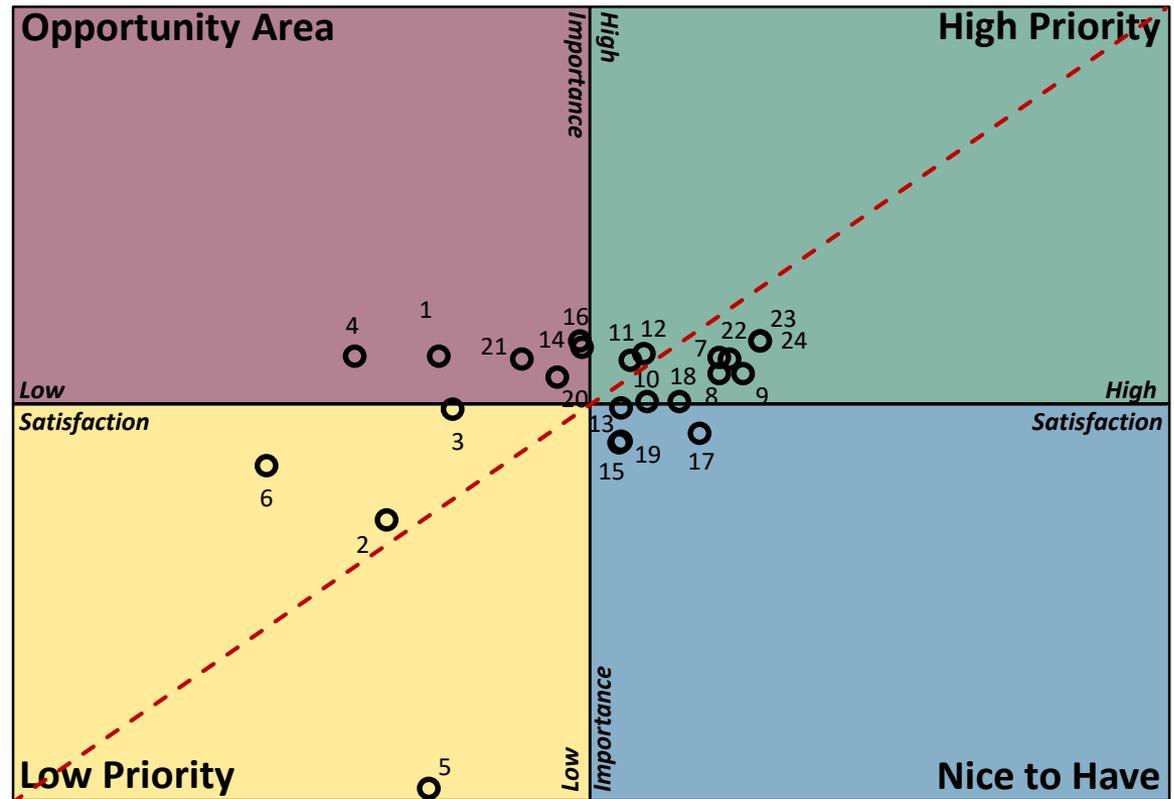
# Gap Analysis: Coupeville/Pt. Townsend



**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)



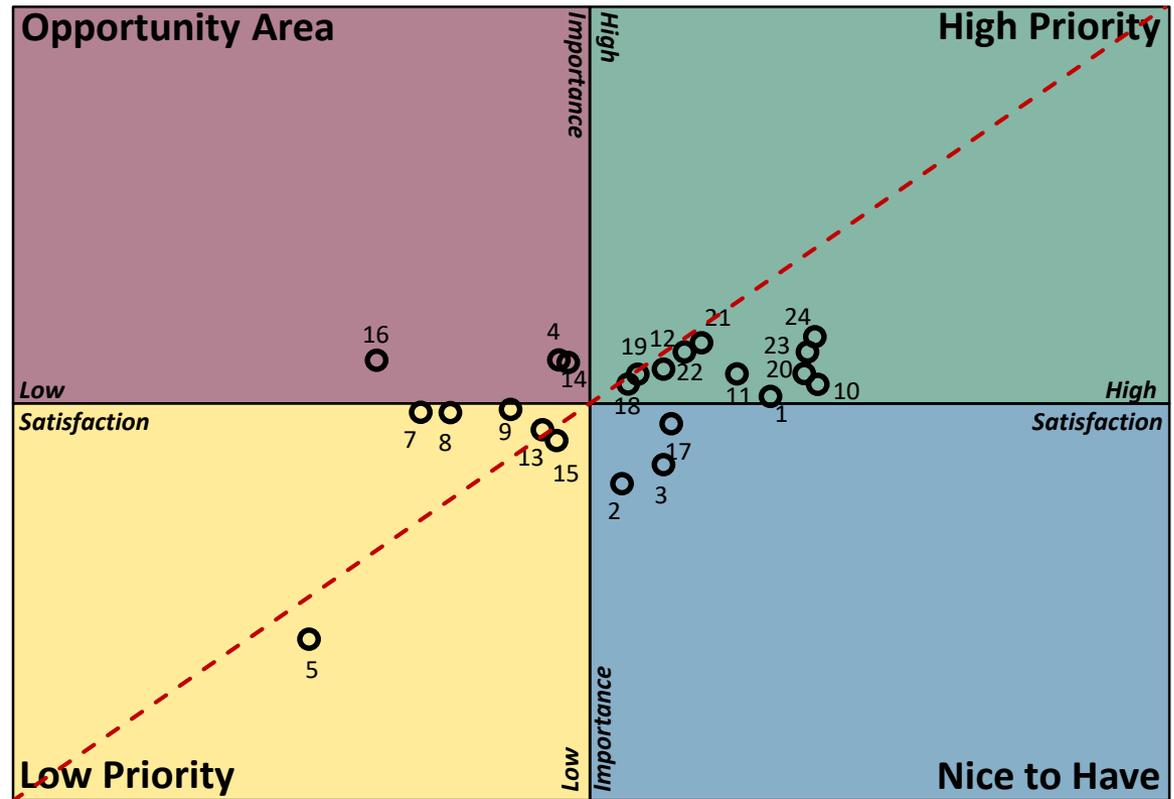
# Gap Analysis: Mukilteo/Clinton



**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.

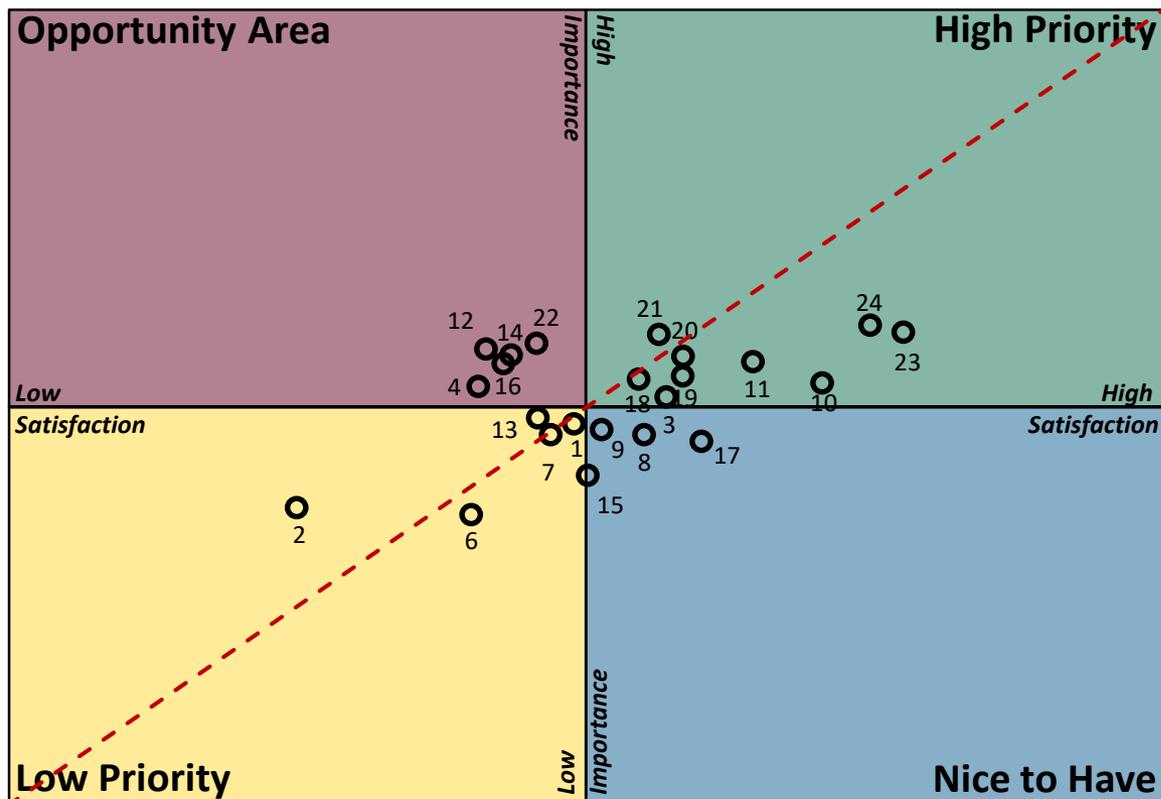
# Gap Analysis: Anacortes/San Juan Islands



**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.

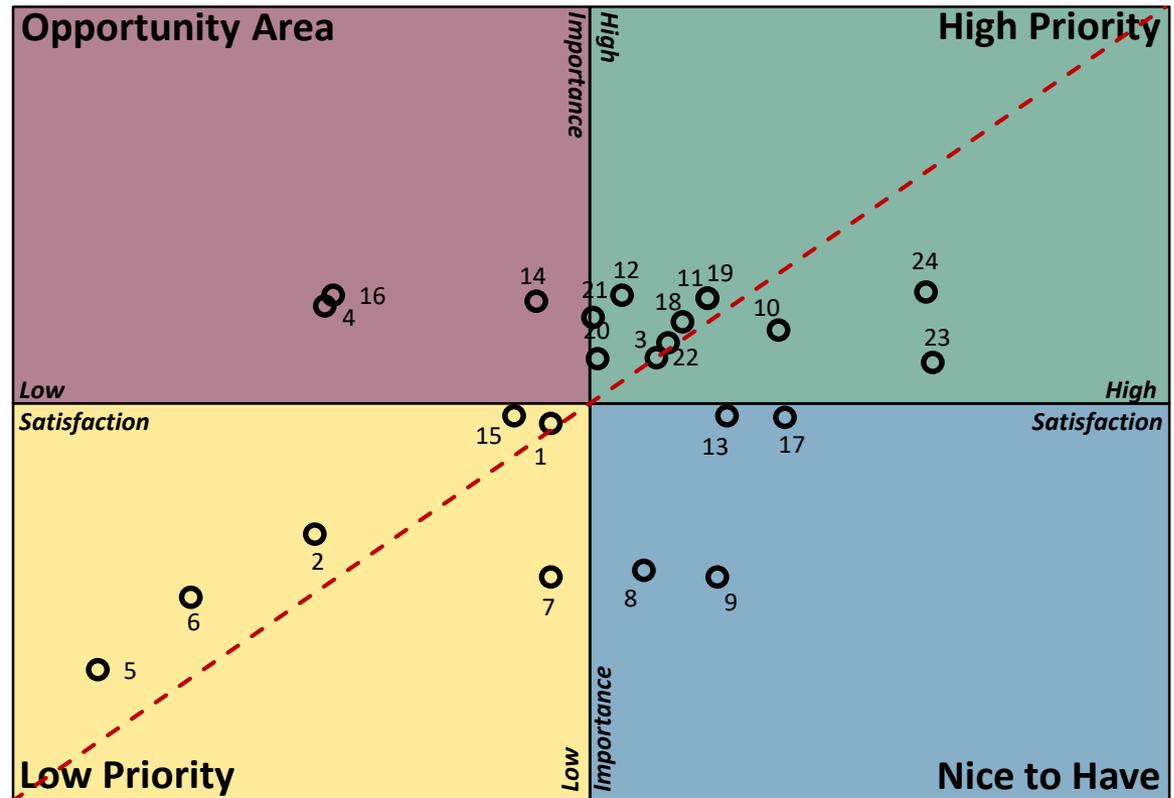
# Gap Analysis: San Juan Interisland



**Opportunity areas:** Clear loading crew directions and terminal bathroom cleanliness are the biggest opportunity areas followed by efficiency of loading procedures.

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

**Satisfaction vs. Importance Ratings (n=33-63)**



# Terminals Clean and Well Maintained



Dissatisfaction is highest for Seattle/Bremerton (13%), followed by Seattle/Bainbridge (11%), and Anacortes/San Juan (9%)\*.

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 clean and well maintained	Imp. (4-5)	92%	94%	91%	92%	93%	86%	96%	89%	98%	92%	88%	87%
	Sat. (4-5)	72%	64%	66%	82%	72%	81%	86%	57%	72%	87%	65%	74%
	Dissat. (1-2)	7%	11%	13%	3%	3%	2%	2%	11%	2%	2%	9%	5%
2015	Dissat.	7%	9%	13%	--	3%	1%	1%	--	--	4%	10%	27%
Change	Dissat.	--	+2	--	+3	--	+1	+1	+11	+2	-2	-1	-22

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

Top 5 Unsatisfactory Terminals	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle 80%	<b>Seattle</b> - Always dirty extension of homeless shelter. <b>Seattle</b> - Terminals are old and dirty; the bathrooms are not well maintained and the homeless population within the terminal is unacceptable.
Bainbridge 10%	<b>Seattle</b> - Terminal and restroom was very dirty. <b>Seattle</b> - Generally Seattle is dirtier than Bainbridge. I don't feel that either terminal could be described as clean.
Bremerton 8%	<b>Seattle</b> - These are among the most filthy, disgusting public restrooms I have ever encountered and on top of that do not even feel safe with vagrants camped out in the stalls for extended periods of time.
Fauntleroy 6%	<b>Bainbridge</b> - Filthy conditions. Poorly cleaned and malfunctioning equipment.
Anacortes 5%	<b>Bainbridge</b> - Terminal ramp carpet is filthy. It does not give a good impression to visitors or residents. I have lived here 8 years now and it has never been professionally cleaned, ala a carpet cleaning company. By now, it is doubtful it could come clean. <b>Fauntleroy</b> - They are old and need to be updated. They are usually cold and not particularly clean. The bathrooms are dark and grungy. <b>Anacortes</b> - This terminal should be replaced. Considering the community it services and the volume of travelers it is appalling. It is old and dirty with poor facilities. Old and dirty restrooms with limited ADA compatibility. Limited food and seating options. Rusty.

Attribute Key Code - 1

# 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

# Terminal Staff Helpful, Competent, Knowledgeable



Dissatisfaction is highest for Seattle/Bremerton (14%), Fauntleroy/Southworth (12%).

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
Terminal staff is helpful, competent and knowledgeable	Imp. (4-5)	87%	87%	82%	89%	88%	88%	91%	80%	93%	85%	91%	93%
	Sat. (4-5)	69%	65%	59%	83%	71%	78%	66%	49%	73%	79%	72%	81%
	Dissat. (1-2)	8%	9%	14%	5%	5%	6%	12%	11%	4%	6%	7%	--
2015	Dissat.	8%	8%	10%	5%	6%	10%	8%	0%	9%	4%	7%	18%
Change	Dissat.	--	+1	+4	--	-1	-4	+4	+11	-5	+2	--	-18

Top 5 Unsatisfactory Terminals	
Seattle	61%
Bainbridge	11%
Fauntleroy	11%
Bremerton	9%
Mukilteo	7%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Seattle</b> - Rude and dismissive turnstile monitors - witnessed several incidents wherein people were made to feel incompetent in working antiquated, malfunctioning turnstiles.
<b>Seattle</b> - Staff is straight up rude, quick to blame ORCA for ticketing issues, with no sense of responsibility to help actually resolve issues.
<b>Seattle</b> - There were no staff in the terminal. We used the kiosk to purchase tickets.
<b>Seattle</b> - I experience an attitude of indifference and felt as if I was interrupting when I stopped to ask a question of a toll taker.
<b>Bainbridge</b> - Bainbridge has no staff available at all and no 'courtesy phone' hotline on the wall for questions/problems.
<b>Bainbridge</b> - How they talk and treat Bremerton people different from Bainbridge Island
<b>Fauntleroy</b> - How some ferry workers talk to drivers and walk on passengers. There is some rudeness-I've seen and heard them be rude to people who might not be familiar with ferry etiquette. Little things like how they open the gate or tell people where they should go.
<b>Bremerton</b> - There is no staff in Bremerton. If you have a question you have to ask Kitsap Transit.
<b>Mukilteo</b> - Not service oriented. Discourteous.

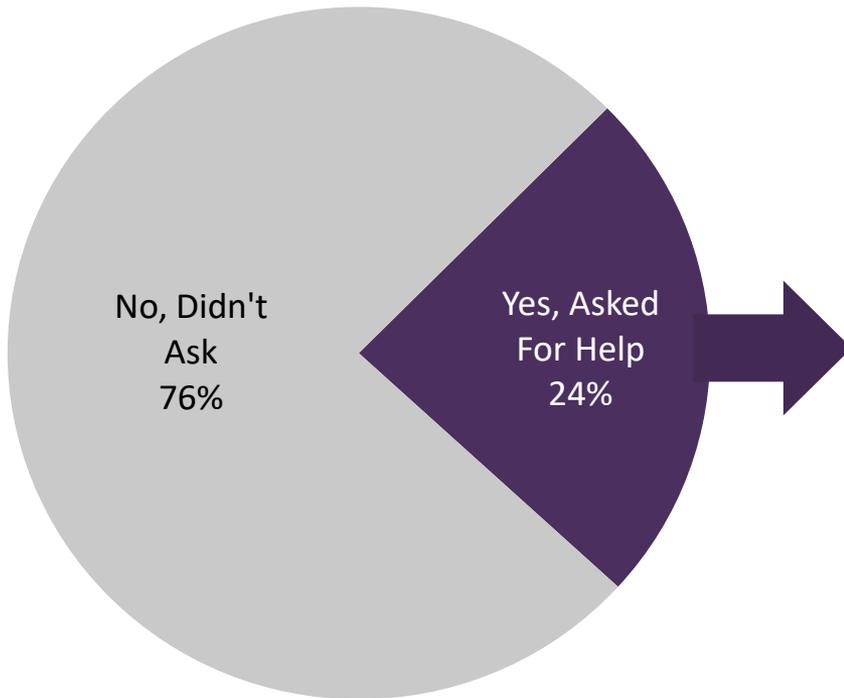
Attribute Key Code - 3

# Help/Assistance From Terminal Staff

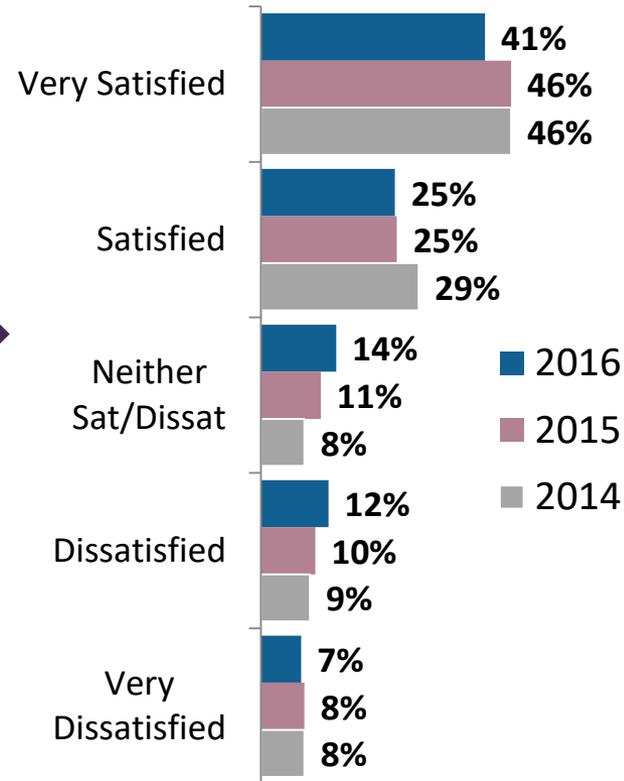


About one in four riders have asked the terminal staff for help and most (66%) say they are satisfied with the assistance they received. Just one in five (19%) were dissatisfied with the terminal staff performance.

## 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 27<sup>th</sup> 2015 – March 19<sup>th</sup> 2016)?  
 Q33. How satisfied were you with the help/assistance the WSF terminal staff member gave you?

# 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)	
<b>Seattle</b> - Bad smell, hand dryer partly melted/disfigured.	
<b>Seattle</b> - 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.	
<b>Seattle</b> - 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.	
<b>Seattle</b> - 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.	
<b>Seattle</b> - 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.	
<b>Bremerton</b> - 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!!!	
<b>Mukilteo</b> - Restrooms in poor condition & smell.	
<b>Bainbridge</b> - 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

# 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

# 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)
<b>Seattle</b> - 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.
<b>Seattle</b> - Construction on everywhere on the Seattle side.
<b>Seattle</b> - Limited parking near terminal; streets are a traffic nightmare.
<b>Mukilteo</b> -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.
<b>Mukilteo</b> - Lots of congestion and no overnight parking.
<b>Bainbridge</b> - 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.
<b>Fautleroy</b> -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.
<b>Edmonds</b> - Need more parking closer to terminal. Reasonably priced monthly parking would be a plus as well.

Attribute Key Code - 6

# 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)
<b>Seattle</b> - Funneling the walk ons at the Seattle terminal is annoying and unnecessary. You've already got a headcount at the turnstiles.
<b>Seattle</b> - 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.
<b>Seattle</b> - Takes a long time to load and unload passengers.
<b>Seattle</b> - 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.
<b>Bainbridge</b> - Bainbridge terminal walk way is too narrow for the rush hour times.
<b>Bainbridge</b> - Bainbridge access to ferry by walking is far too long with no option for disabled or elderly. Should have an elevator directly up.
<b>Mukilteo</b> - The terminal is too small for the volume of walk-on passengers. There is no pedestrian bridge.
<b>Clinton</b> - 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

# Passenger Unloading Efficient



*Dissatisfaction is low on all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1537	471	158	31	170	137	35	9	34	223	231	38
WSF walk-on passenger unloading procedures are efficient	Imp. (4-5)	90%	91%	92%	89%	89%	92%	92%	63%	97%	90%	87%	71%
	Sat. (4-5)	70%	64%	65%	83%	83%	73%	67%	26%	93%	69%	67%	85%
	Dissat. (1-2)	9%	12%	11%	--	3%	4%	6%	14%	7%	12%	7%	--
2015	Dissat.	9%	14%	7%	4%	5%	7%	2%	0%	0%	8%	7%	--
Change	Dissat.	--	-2	+4	-4	-2	-3	+4	+14	+7	+4	--	--

Top 5 Unsatisfactory Terminals	
Seattle	57%
Bainbridge	31%
Mukilteo	16%
Bremerton	13%
Clinton	13%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Seattle</b> - A matter of efficiency. If there were lanes, you wouldn't get so stopped up. As is, a couple traveling together with suitcases can stop commuters from getting to their busses on time.
<b>Seattle</b> - Frequently, VERY SLOW MOVING workers that move the gangplank on and off the boat. NOBODY does ANYTHING QUICKLY, with a sense of purpose, or energy.
<b>Seattle</b> - The gangway design funnels everyone into too narrow a departure pathway.
<b>Seattle</b> - Unloading on both sides of the trip is simply horrible. People shuffle along behind one another like cattle. It is dehumanizing and insulting. The offloading ramps are too small!!! The ferry workers and ferry management have known it for years.
<b>Bainbridge</b> - Overcrowded and feels insufficient with the number of people trying to offload
<b>Bainbridge</b> - The volume of passengers exiting the busy boats is too large for the small exit ramps.
<b>Bainbridge</b> - Offloading could be better, make an announcement advising that express bus riders should offload first. Also, have a police officer, ferry worker, or by supervisor direct traffic to allow the express busses to leave quickly.
<b>Mukilteo</b> - Often the way cars are parked on the boat, with no clear spots for walk ons has us skirting car bumpers to be able to walk off the boat.

Attribute Key Code - 9

# Toll Booth Staff is Friendly



*Dissatisfaction is low on all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2708	475	139	57	295	212	75	12	91	460	830	62
WSF toll booth staff is friendly, courteous and polite	Imp. (4-5)	91%	89%	93%	96%	93%	89%	95%	60%	94%	93%	92%	96%
	Sat. (4-5)	86%	84%	84%	84%	88%	83%	88%	71%	86%	90%	83%	89%
	Dissat. (1-2)	3%	4%	2%	3%	2%	5%	6%	--	7%	2%	4%	2%
2015	Dissat.	4%	5%	2%	--	3%	6%	2%	--	8%	3%	7%	10%
Change	Dissat.	-1	-1	--	+3	-1	-1	+4	--	-1	-1	-3	-8

Top 5 Unsatisfactory Terminals	
Seattle	38%
Fauntleroy	18%
Edmonds	11%
Bainbridge	10%
Mukilteo	8%

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

**Seattle** - Brusque. Unhelpful. Seemingly occupied with something else (cell phone).

**Seattle** - Staff is usually slow and inefficient.

**Seattle** - Rude disrespectful and dishonest

**Seattle** - Staff attitude is usually indifferent. I'm usually dropping \$30-\$40 to get my family on a WSF, it would be nice to have engaging, friendly representative...

**Fauntleroy** - They work very slowly at times and do not seem to care if customers miss their ferry while they do paperwork.

**Fauntleroy** - Generally seem unhappy and intolerant.

**Edmonds** - Toll booth attendant was unfriendly to the point of rudeness and should have worn an 'I HATE MY JOB' tee shirt.

**Bainbridge** - Toll booth staff generally seem irritated that I bothered them. I'd say not friendly or rude, just indifferent. The 'relationship' is clear in that they are government workers and do not care if I ride the ferry or not...

**Mukilteo** - They are too slow. Rude and get distracted easily. It should be a quick scan and transaction. They don't care that you're trying to catch the next ferry possible.

Attribute Key Code - 10

# Buying Tickets is Easy and Quick



Dissatisfaction is highest for Fautleroy/Vashon (15%) and Pt. Defiance/Tahlequah (14%).

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
	<b>Respondents</b>	2708	475	139	57	295	212	75	12	91	460	830	62
WSF makes buying tickets easy and quick	<b>Imp. (4-5)</b>	<b>95%</b>	96%	97%	99%	97%	94%	94%	79%	98%	94%	94%	99%
	<b>Sat. (4-5)</b>	<b>81%</b>	81%	87%	77%	87%	64%	76%	62%	85%	84%	78%	84%
	<b>Dissat. (1-2)</b>	<b>6%</b>	4%	3%	14%	3%	15%	10%	9%	10%	3%	5%	3%
	<b>2015 Dissat.</b>	<b>6%</b>	5%	3%	6%	5%	19%	6%	--	4%	6%	11%	10%
	<b>Change Dissat.</b>	<b>--</b>	<b>-1</b>	<b>--</b>	<b>+8</b>	<b>-2</b>	<b>-4</b>	<b>+4</b>	<b>+9</b>	<b>+6</b>	<b>-3</b>	<b>-6</b>	<b>-7</b>

Top 5 Unsatisfactory Terminals	
Fautleroy	38%
Seattle	23%
Mukilteo	10%
Edmonds	10%
Bainbridge	8%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Fautleroy</b> - Drivers needing to purchase tickets frequently spend long periods in line on the street, because the dock is already full of cars. During these periods, both the drivers and the tollbooth workers just sit doing nothing.
<b>Fautleroy</b> -Slow at processing- don't display a sense of urgency.
<b>Fautleroy</b> - People with passes are stuck behind people that need to purchase passes. Sometimes there is a lot of conversation, which holds up the line.
<b>Seattle</b> - Often times the number of ticket booths open are limited especially during commuter times.
<b>Seattle</b> - Sometimes they talk too much. Slows things down. Should move to electronic ticketing and get rid of human interaction.
<b>Mukilteo</b> - The purchase of senior/child tickets is ridiculous when the terminal window is closed. Seniors/children are expected to climb up the hill back to the auto toll booth to purchase a ticket.
<b>Edmonds</b> -Vanpools don't have an easy way to purchase tickets in Edmonds.
<b>Bainbridge</b> -There should not be a stop and go line up at the ticket booths. There needs to be a revised method of ticket purchase which speeds up the process.

Attribute Key Code - 11

# 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

# Vehicle Loading Crew Friendly



*Dissatisfaction is low for all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2706	474	139	57	294	212	76	12	91	460	829	62
WSF vehicle loading crew is friendly, courteous and polite	Imp. (4-5)	88%	85%	87%	94%	87%	92%	92%	69%	93%	88%	89%	88%
	Sat. (4-5)	71%	70%	71%	67%	74%	71%	71%	41%	85%	71%	63%	86%
	Dissat. (1-2)	6%	5%	8%	10%	5%	7%	13%	12%	9%	5%	11%	4%
2015	Dissat.	6%	6%	5%	6%	3%	9%	9%	12%	5%	7%	10%	10%
Change	Dissat.	--	-1	+3	+4	+2	-2	+4	--	+4	-2	+1	-6

Top 5 Unsatisfactory Terminals	
Seattle	32%
Fauntleroy	18%
Bainbridge	17%
Mukilteo	14%
Clinton	14%

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

**Seattle** - And exasperated look on their face while you are trying to determine exactly where they want you to go from there vague finger point. They make you want to apologize for using the ferry and bothering them.

**Seattle** - Deckhand was confrontational and contradicted instructions I was already following from his counterpart. Very unprofessional.

**Seattle** - They are getting better but mostly my experience with on deck and terminal crews in the vehicles areas are not good. It's like the employees don't like their jobs and take it out on the riders.

**Fauntleroy** - Loaders are not friendly, can't understand hand signs most of the time. I think they like their job, but hate dealing with the public. They yell when someone makes a mistake, they threaten to throw you off the ferry cause you didn't understand what they mean.

**Bainbridge** - Crew yelling to move lanes.

**Mukilteo** - Crew yelling to move lanes.

**Clinton** - The loading crew does not seem like they want to be there at all. The signals they provide are awful, they pick fights with anyone that does not understand their unclear signals.

Attribute Key Code - 13

# Vehicle Loading Efficient



Dissatisfaction is highest for Fauntleroy/Southworth (18%), Pt. Defiance/Tahlequah (16%) and Anacortes/San Juans (15%).

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 procedures are efficient	Imp. (4-5)	95%	95%	96%	96%	95%	97%	98%	88%	100%	95%	95%	99%
	Sat. (4-5)	72%	78%	75%	70%	75%	62%	60%	50%	82%	73%	61%	73%
	Dissat. (1-2)	9%	6%	3%	16%	6%	14%	18%	29%	6%	9%	15%	12%
2015	Dissat.	9%	5%	11%	11%	7%	18%	24%	12%	6%	7%	16%	19%
Change	Dissat.	--	+1	-8	+5	-1	-4	-6	+17	--	+2	-1	-7

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

Top 5 Unsatisfactory Terminals	
Fauntleroy	25%
Seattle	24%
Bainbridge	16%
Mukilteo	15%
Anacortes	11%

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

**Fauntleroy** -As noted earlier, frequent users often get delayed because there is no provision made to allow those with passes to bypass the toll booth.

**Fauntleroy** - Inconsistent. When the boats are pretty full they seem to leave extra room, and when it's also empty they squeeze all the cars together.

**Seattle** - Loading procedures and signals are dependent on the person doing it. There is major difference depending on who does it. Loading is often delayed even after the boat is totally unloaded. This can result in late departure.

**Seattle** - I disagree with letting ride share board first, get the best location on the boat and unload first. It's not fair to the rest of us who don't have the luxury of ride sharing. It just be more fair.

**Bainbridge** - I see no reason why late-arriving motorcycles receive priority over cars that have been waiting long before these motorcycles arrive. I was in line to drive onto a ferry. While waiting my turn, motorcycles that had arrived after me were allowed to ride

**Mukilteo** - Lines are too long in Mukilteo. When it's dark and raining and the lot is packed to the edges, it's hard to see the loading crew. They need to have small flash lights and give better directions. There aren't enough crew members for the size of lot / number.

**Anacortes** -Anacortes continues to struggle with loading for multi-destination boat. Agents still do not have space-available info.

Attribute Key Code - 14

# Loads Ferries to Capacity



Dissatisfaction is highest for Fauntleroy/Vashon (18%) and Fauntleroy/Southworth (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		2706	474	139	57	294	212	76	12	91	460	829	62
WSF loads ferries to capacity with little room between vehicles	Imp. (4-5)	88%	86%	85%	89%	91%	92%	92%	88%	90%	87%	83%	88%
	Sat. (4-5)	74%	77%	76%	78%	81%	64%	73%	41%	85%	72%	66%	71%
	Dissat. (1-2)	9%	6%	5%	7%	4%	18%	17%	12%	10%	11%	11%	11%
2015	Dissat.	9%	9%	7%	5%	8%	13%	16%	12%	8%	8%	9%	14%
Change	Dissat.	--	-3	-2	+2	-4	+5	+1	--	+2	+3	+2	-3

Top 5 Unsatisfactory Terminals	
Fauntleroy	25%
Seattle	25%
Bainbridge	19%
Mukilteo	18%
Clinton	13%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Fauntleroy</b> - Because cars are delayed at the toll booth, ferries sometimes leave when they are not fully loaded even though cars are waiting in line. This is frustrating since the ferries are often very crowded.
<b>Fauntleroy</b> - Ferries leaving Fauntleroy have often left with room for additional cars (a dozen or more) with cars waiting at the dock - we are told this was the captain's choice in order to stay on time.
<b>Seattle</b> - Crews do nothing on inside decks to guide cars to tight spacing. They just stand around and watch.
<b>Seattle</b> - Usually no crew are directing the parking vehicles to snug up - sometimes there are huge gaps between cars when there were overload situations.
<b>Bainbridge</b> - Too tightly packed. After stopping car and preparing to exit, told to get back in and pull up.
<b>Bainbridge</b> - Unable to get out of car or open truck; been hit by cars behind us.
<b>Mukilteo</b> - Inefficient use of middle space where most cars and small SUVs can fit. Infrequent checking of space between cars or making sure keep clear areas are not expanded through unthinking placement of vehicles
<b>Clinton</b> -Even in Winter, congestion and slowdowns occur as ALL vehicles must be processed through a single 'tag shack' no matter how many ticket booths are in service.

Attribute Key Code - 15

# 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

# Unloading Crews are Friendly



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2706	474	139	57	294	212	76	12	91	460	829	62
WSF vehicle unloading crew is friendly, courteous and polite	Imp. (4-5)	87%	84%	86%	90%	90%	89%	90%	69%	91%	89%	86%	87%
	Sat. (4-5)	79%	80%	77%	80%	82%	77%	73%	41%	90%	80%	74%	90%
	Dissat. (1-2)	3%	2%	4%	4%	3%	3%	10%	9%	5%	2%	5%	2%
2015	Dissat.	3%	3%	5%	2%	3%	3%	2%	--	4%	4%	5%	0%
Change	Dissat.	--	-1	-1	+2	--	--	+8	+9	+1	-2	--	+2

Top 5 Unsatisfactory Terminals	
Seattle	34%
Bainbridge	19%
Fauntleroy	19%
Edmonds	18%
Kingston	17%

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

- Seattle** - Ferry workers yell and scream at drivers. Very disrespectful, unprofessional and inexcusable. It's like some of them have an attitude or entitlement problem. Also, some have a problem moving around much due to their
- Seattle** - Poorly led, poorly trained, gaf attitudes seem to prevail. For what they are paid in wages and benefits you would think they would act more professional.
- Seattle** - Don't unload in order of load.
- Bainbridge** - Crews do nothing on inside decks to guide cars to tight spacing. They just stand around and watch.
- Fauntleroy** - Not always there to give direction not clear why give preference to a lane of cars.
- Edmonds** - They seem to not be very friendly when asked a question. Typical state union run employees.
- Kingston** - I realize the car deck positions are very stressful at each loading/unloading, however it seems many of the veteran car deck men are impatient and derogatory of the drivers.

Attribute Key Code - 17

# Vehicle Unloading Procedures Efficient



Dissatisfaction is highest for Fauntleroy/Southworth (16%)\*.

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 unloading procedures are efficient	Imp. (4-5)	94%	95%	93%	97%	94%	93%	94%	79%	94%	93%	93%	97%
	Sat. (4-5)	76%	74%	79%	78%	78%	71%	68%	50%	89%	77%	70%	83%
	Dissat. (1-2)	7%	9%	6%	4%	6%	7%	16%	21%	4%	6%	7%	5%
2015	Dissat.	8%	9%	8%	15%	8%	11%	3%	24%	2%	3%	9%	14%
Change	Dissat.	-1	--	-2	-11	-2	-4	+13	-3	+2	+3	-2	-9

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

Top 5 Unsatisfactory Terminals	
Seattle	36%
Bainbridge	24%
Fauntleroy	14%
Edmonds	12%
Mukilteo	11%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Seattle</b> -Delays unloading due to fact that lack of coordination with street traffic is not existent.
<b>Seattle</b> - I never know whether to expect cars to be unloaded more or less in order of loading (which most people favor) or according to some other criterion.
<b>Seattle</b> - Dumping the tunnel still - really pisses me off when I'm near the front in parking, get put on the boat side and watch the tunnel get dumped before I get off.
<b>Bainbridge</b> - Very inconsistent in dumping the tunnel instead of following the procedures for holding the last loaded.
<b>Bainbridge</b> - Loading the entire lower middle deck when half of the vehicles loaded boarded after the earlier vehicles.
<b>Fauntleroy</b> - The ferry crews are not always as clear as they might be about unloading. Fauntleroy is less reliable.
<b>Edmonds</b> - The cars in the center lane are not always unloaded how they were loaded. The cars that were loaded last sometime get unloaded first.
<b>Mukilteo</b> - Cross traffic is very confused by lack of signal and frequently pulls out in front of unloading traffic with a green light. It would also be much more efficient to unload a the whole ferry with no light changes.

Attribute Key Code - 18

# Vehicle Unloading Crews Provide Clear Directions



*Dissatisfaction is low across all routes\*.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		2706	474	139	57	295	212	76	12	91	460	829	61
WSF vehicle unloading crews provide clear directions and/or hand signals	Imp. (4-5)	94%	93%	94%	95%	95%	95%	93%	79%	90%	94%	93%	99%
	Sat. (4-5)	77%	78%	80%	71%	80%	74%	66%	33%	84%	77%	73%	84%
	Dissat. (1-2)	5%	3%	4%	4%	3%	7%	11%	38%	5%	6%	6%	3%
2015	Dissat.	5%	4%	4%	9%	6%	4%	6%	12%	3%	5%	7%	5%
Change	Dissat.	--	-1	--	-5	-3	+3	+5	+26	+2	+1	-1	-2

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

Top 5 Unsatisfactory Terminals	Percentage	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle	26%	<b>Seattle</b> - It is helpful for those who are not familiar with offloading procedures to get clear hand signals.
Fauntleroy	20%	<b>Seattle</b> - Extremely rude to those confused or unclear as to directions.
Mukilteo	15%	<b>Seattle</b> - I believe land crews could make better use of hand signals and signs to let unloading drivers know which way to go. This is hit or miss depending on the crew, some are VERY good while others appear to be idly chatting with coworkers.
Clinton	15%	<b>Fauntleroy</b> - Inconsistent hand signals between different staff.
Bainbridge	13%	<b>Fauntleroy</b> -The crew is not always as clear as they could be about when the line of cars is to exit.
		<b>Mukilteo</b> - Each crew has different types of signals and multiple people giving you signals.
		<b>Clinton</b> - Every crew and person does it differently. Half the time you cannot understand what they are trying to communicate. It's a mess.
		<b>Bainbridge</b> - Extremely rude to those confused or unclear as to directions.

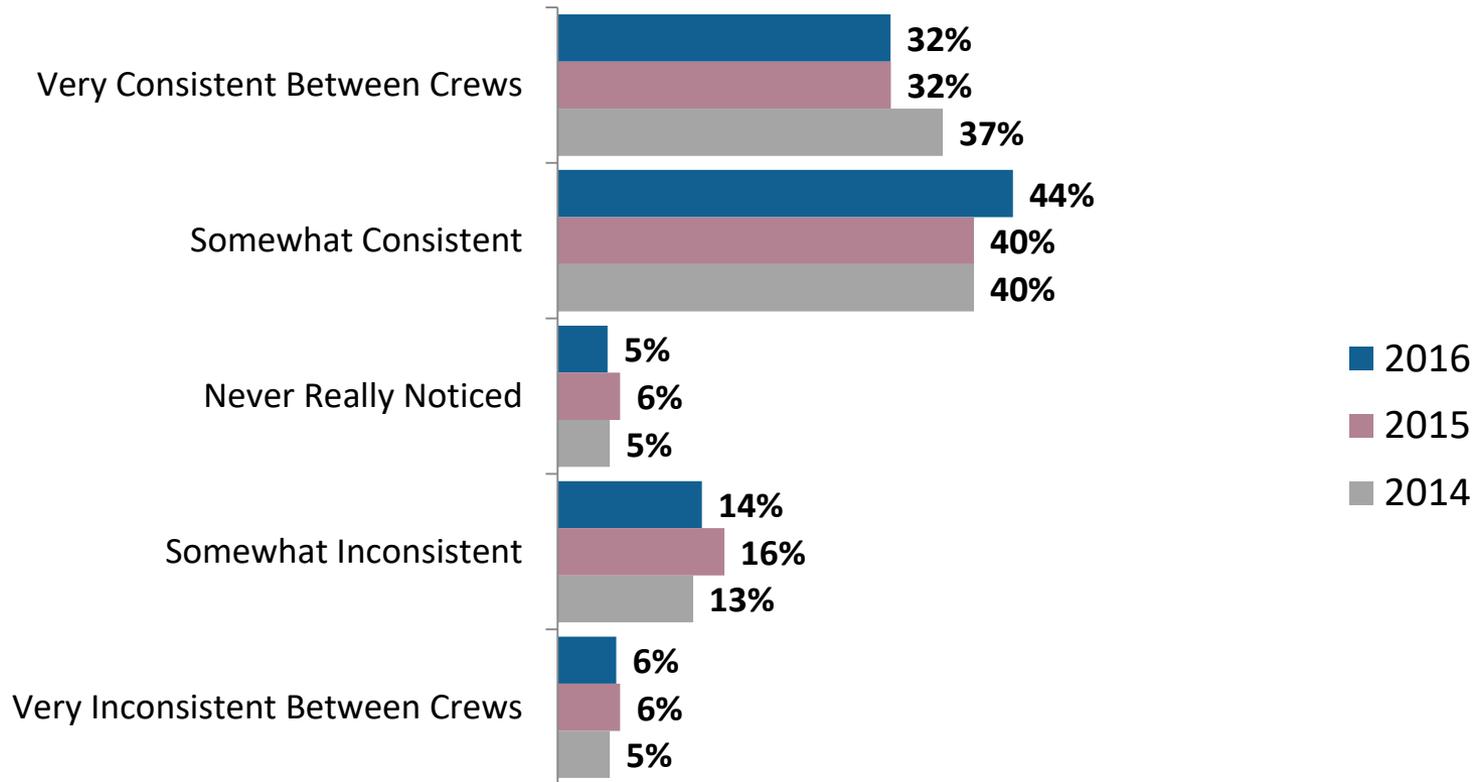
Attribute Key Code - 19

# 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?

# Passenger Seating Areas Clean and Comfortable



*Dissatisfaction is highest for Seattle/Bremerton (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		2856	555	200	54	296	213	75	12	103	449	836	63
The ferry passenger seating areas are clean and comfortable (seating, temperature, etc.)	Imp. (4-5)	96%	97%	97%	97%	97%	90%	96%	100%	96%	94%	95%	93%
	Sat. (4-5)	81%	80%	61%	93%	88%	88%	79%	63%	80%	89%	73%	77%
	Dissat. (1-2)	5%	6%	17%	2%	3%	2%	4%	--	4%	2%	6%	2%
2015	Dissat.	5%	6%	15%	2%	4%	2%	2%	--	1%	2%	8%	--
Change	Dissat.	--	--	+2	--	-1	--	+2	--	+3	--	-2	+2

Top 5 Unsatisfactory Vessels	
Wenatchee	21%
Tacoma	21%
Puyallup	17%
Hyak	17%
Walla Walla	15%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Wenatchee</b> - The seating is extremely uncomfortable and the temperatures are very unpredictable; usually too cold sometimes way too warm. The window are almost always dirty.
<b>Wenatchee</b> - Generally dirty. I often see the crew mopping the floors with a dirty mop and dirty water, in a haphazard way.
<b>Tacoma</b> - The seating areas are very dirty. The dirt is caked on layers and layers. Food rotting is awful. The ferries are not a good representation to tourist coming to our state.
<b>Tacoma</b> - Old, outdated, ugly decor, old seats, old floors, old tables, not enough galley space, not enough decent food.
<b>Puyallup</b> - Almost all of the seats and benches have trash and popcorn stuffed in the cracks.
<b>Puyallup</b> - Some seats are worn out, not very comfortable.
<b>Hyak</b> - Tables were not wipes off.
<b>Hyak</b> - Dirty and never clean. I wipe down my bench and tables with clorox wipes. Gum and trash left. Floors never mopped and always dirty.
<b>Walla Walla</b> - Dirty, old.

Attribute Key Code - 20

# Ferries Bathrooms are Clean/Maintained



*Dissatisfaction is highest for Seattle/Bremerton (16%).*

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		2856	555	200	54	296	213	75	12	103	449	836	63
The bathrooms on the ferries are clean and well maintained	Imp. (4-5)	96%	96%	97%	98%	97%	93%	99%	100%	98%	97%	97%	97%
	Sat. (4-5)	73%	70%	56%	88%	74%	84%	73%	41%	78%	82%	71%	76%
	Dissat. (1-2)	8%	9%	16%	7%	9%	1%	5%	11%	12%	4%	8%	4%
2015	Dissat.	10%	11%	20%	0%	8%	2%	10%	--	0%	8%	11%	0%
Change	Dissat.	-2	-2	-4	+7	+1	-1	-5	+11	+12	-4	-3	+4

Top 5 Unsatisfactory Vessels	
Tacoma	19%
Wenatchee	19%
Walla Walla	18%
Kitsap	16%
Hyak	16%

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

- Tacoma** - Old, ugly bathrooms, stupid automatic flushing toilets that continually flush while I am still trying to use the toilet, spraying disgusting water onto my body. Sometimes no paper towels and no toilet paper, not enough toilets for women during peak commute.
- Tacoma** - Smelly, not well ventilated, toilets flush while you're still on them, crowded with people from line to use to crowded mirror area that is tough to navigate.
- Wenatchee** - Bathrooms are a little better since the last survey but continue to be dirty. Please wash the walls and handcapped bars, too, as they are filthy, too.
- Walla Walla** - All your bathrooms need to be painted and scrubbed ....the car deck restrooms are the worst.
- Kitsap** - Filthy. Urine soaked. Stinks. Trash everywhere.
- Hyak** - Bathrooms often have liquid on the floors of the stalls, no toilet paper, the hand towels are too thin to actually use, the stall walls haven't been cleaned so they have gross material all over them.

Attribute Key Code - 21

# Vessels are Well Maintained/Safe



*Dissatisfaction is highest for Seattle/Bremerton (16%)\*.*

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		2856	555	200	54	296	213	75	12	103	449	836	63
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	Imp. (4-5)	96%	95%	96%	98%	95%	93%	96%	92%	98%	96%	96%	95%
	Sat. (4-5)	73%	74%	58%	75%	75%	79%	68%	59%	92%	81%	63%	82%
	Dissat. (1-2)	8%	8%	16%	2%	6%	5%	11%	22%	2%	6%	13%	10%
2015	Dissat.	11%	11%	15%	2%	8%	6%	11%	0%	1%	15%	21%	10%
Change	Dissat.	-3	-3	+1	--	-2	-1	--	+22	+1	-9	-8	--

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

Top 5 Unsatisfactory Vessels	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Tacoma 16%	<b>Tacoma</b> - They all need a paint job.
Wenatchee 15%	<b>Tacoma</b> - Visible rust on many vessels.
Hyak 14%	<b>Wenatchee</b> - Needs updating.... Heavy usage on daily basis is causing equipment to breakdown.
Walla Walla 13%	<b>Wenatchee</b> - The boats have rust showing on the exterior and seem under maintained.
Puyallup 13%	<b>Hyak</b> - Most seem to be 'rust buckets', dangling wires, need paint.
	<b>Hyak</b> - The older vessels have a great deal of rust. The windows are dirty. When I was a child the crew was washing windows and painting the vessels instead of drinking coffee and chatting in the pursuers room!
	<b>Walla Walla</b> - One was recently repainted and look excellent.... The other three need heavy maintainance.
	<b>Puyallup</b> - Paint, RUST, dirty, and outdated. The interiors are getting pretty worn and tired. They won't let me look at the rest.

Attribute Key Code - 22

# Vessel Crew is Friendly



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1263	210	93	32	140	109	44	6	36	183	374	36
WSF vessel crew is friendly, courteous and polite	Imp. (4-5)	96%	96%	97%	100%	98%	95%	92%	100%	100%	96%	97%	93%
	Sat. (4-5)	86%	89%	74%	92%	90%	85%	77%	61%	94%	89%	88%	100%
	Dissat. (1-2)	4%	3%	9%	3%	2%	5%	2%	--	4%	3%	5%	--
2015	Dissat.	3%	3%	4%	0%	2%	1%	5%	--	4%	5%	4%	6%
Change	Dissat.	+1	--	+5	+3	--	+4	-3	--	--	-2	+1	-6

Top 5 Unsatisfactory Vessels	
Issaquah	13%
Tokitae	10%
Kittitas	10%
Hyak	10%
Kitsap	8%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Issaquah</b> - The rudeness, surliness, unapproachability, angry faces, no smiles.
<b>Tokitae</b> - Rude, yelling at drivers, not paying attention to where the cars are on the ramps, looking at their cell phones.
<b>Kittitas</b> - No respect for the passenger and only care about themselves.
<b>Hyak</b> - I don't believe the crews think they are customer service agents. They can be rude, abrupt and inconsiderate.
<b>Kitsap</b> - Need a lesson in customer service. Too many are rude and don't even smile.

Attribute Key Code - 23

# Vessel Crew is Helpful



*Dissatisfaction is low across all routes.*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1263	210	93	32	140	109	44	6	36	183	374	36
The WSF vessel crew is helpful, competent and knowledgeable	Imp. (4-5)	97%	96%	97%	97%	97%	96%	96%	100%	100%	98%	98%	100%
	Sat. (4-5)	86%	85%	80%	92%	89%	85%	74%	61%	94%	90%	86%	100%
	Dissat. (1-2)	3%	3%	3%	--	4%	7%	5%	--	4%	2%	4%	--
2015	Dissat.	4%	4%	7%	4%	5%	1%	5%	0%	4%	3%	5%	6%
Change	Dissat.	-1	-1	-4	-4	-1	+6	--	--	--	-1	-1	-6

Top 5 Unsatisfactory Vessels	
Spokane	18%
Walla Walla	11%
Issaquah	7%
Hyak	7%
Kitsap	7%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
<b>Spokane</b> - Load vanpools first down the middle of the ferries EVERY TIME like other crews. Quit going out of your way to push vanpools to the side - this put them behind traffic and makes vanpooling less attractive for regular commuters.
<b>Walla Walla</b> - Several times I have interrupted 'chatting' crew to report the disgusting condition of the ladies room and my complaint wasn't taken seriously or if it was.
<b>Issaquah</b> - Car alarms should be fined- some of us do not enjoy a 40 minute ride with a car alarm- your crews are rude
<b>Hyak</b> - There is at least one on every vessel that has a poor attitude.
<b>Kitsap</b> - Kids running, dogs barking, people kicking balls around and screaming. Crew is hiding and no where in site.

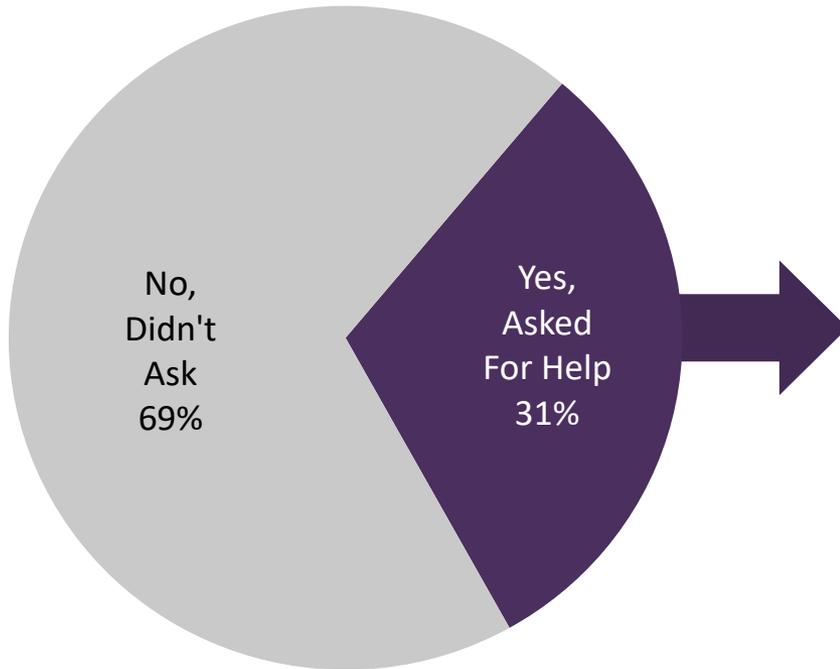
Attribute Key Code - 24

# Help/Assistance From Vessel Staff

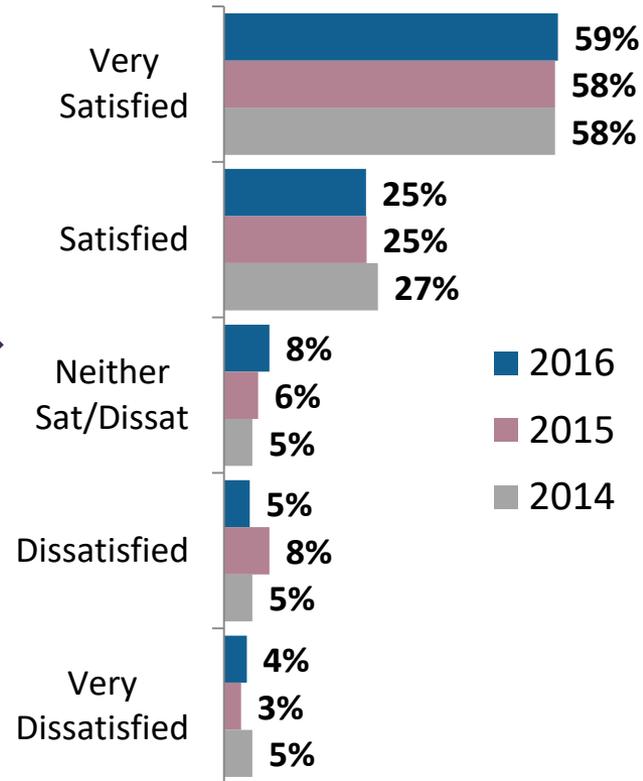


About three in ten riders have asked the vessel staff for help and most (83%) were satisfied with the assistance they received. About one in ten (9%) were not satisfied.

**Asked WSF Vessel Staff For Help/Assistance**



**Satisfaction With WSF Vessel Staff Help/Assistance(n=379 / 274/ 404)**



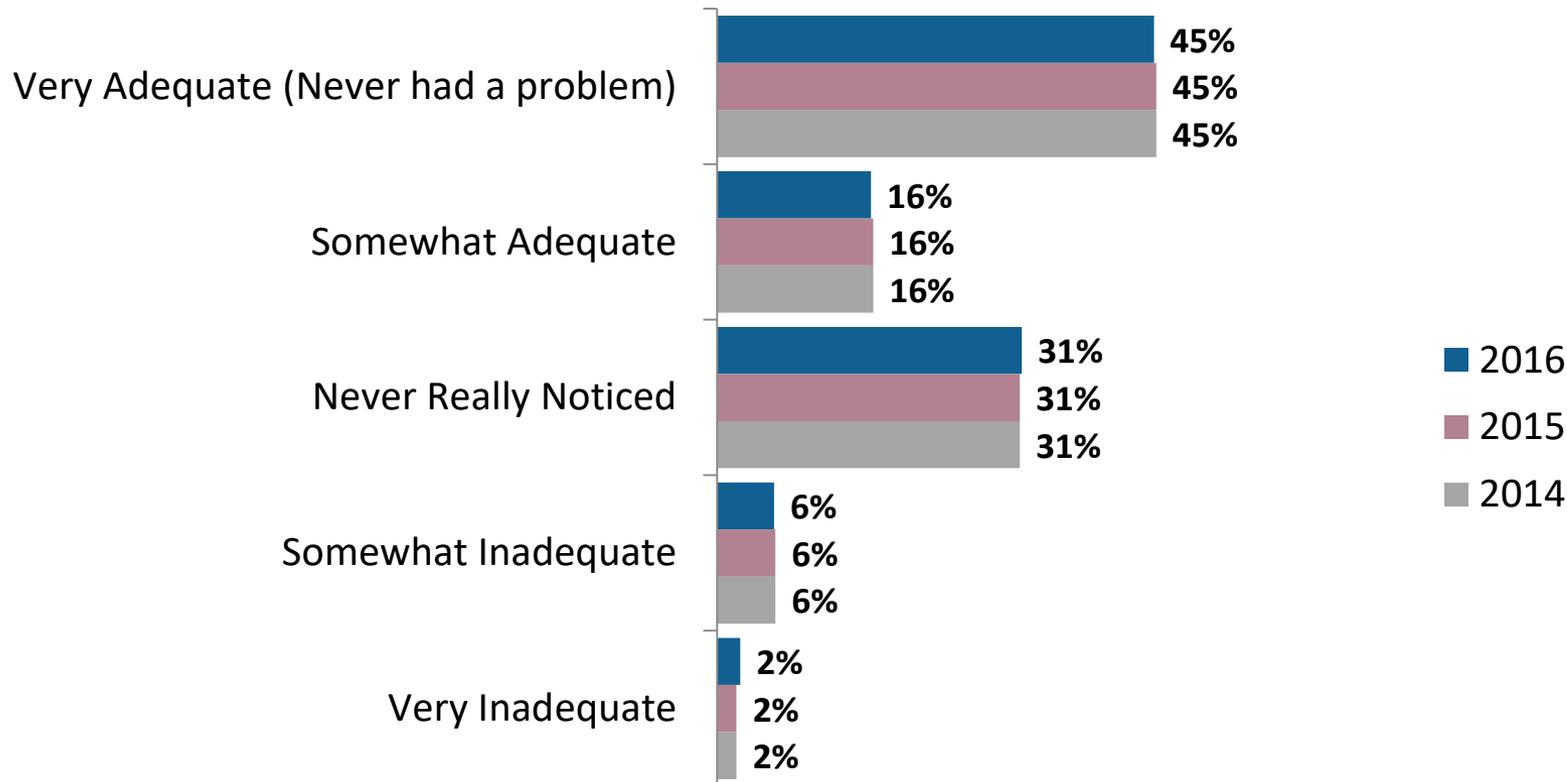
Q123. Did you specifically ask a WSF vessel staff member for help/assistance during the Winter period (December 27<sup>th</sup> 2015 – March 19<sup>th</sup> 2016)?  
 Q124. How satisfied were you with the help/assistance the WSF vessel staff member gave you?

# Vessel Crew Control Of Disruptive Passengers



Only one in twelve riders (8%) say the vessel crew does not do an adequate job controlling disruptive passengers and enforcing the noise and pet rules.

**Adequacy of Vessel Crew Controlling and Enforcing Noise/Pet Rules**  
(n=2855 / 2268/ 3150)



Q112. (ASKED OF PASSENGER DECK PEOPLE ONLY) How adequate a job does the vessel crew do in controlling disruptive passengers and enforcing the noise and pet rules?

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

*\*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.

# On Time Arrivals



Dissatisfaction is highest for Fauntleroy/Vashon (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
<b>Respondents</b>		3133	591	214	65	332	234	88	15	109	516	906	64
WSF has on-time/dependable arrivals	<b>Imp.</b> (4-5)	<b>96%</b>	96%	99%	92%	96%	93%	97%	84%	96%	94%	97%	93%
	<b>Sat.</b> (4-5)	<b>75%</b>	72%	85%	64%	89%	41%	55%	40%	87%	87%	70%	73%
	<b>Dissat.</b> (1-2)	<b>8%</b>	8%	4%	14%	4%	25%	18%	31%	3%	3%	10%	11%
<b>2015</b>	<b>Dissat.</b>	<b>7%</b>	7%	6%	5%	8%	16%	14%	6%	3%	2%	8%	14%
<b>Change</b>	<b>Dissat.</b>	<b>+1</b>	<b>+1</b>	<b>-2</b>	<b>+9</b>	<b>-4</b>	<b>+9</b>	<b>+4</b>	<b>+25</b>	<b>--</b>	<b>-1</b>	<b>+2</b>	<b>-3</b>

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

Top 5 Unsatisfactory Routes	Example of Verbatim Complaints (complete sorted verbatims in separate document)
ANA/ SJI (n=78) 30%	Have crew arrive for work and have back up crew so there are no cancellations.
FAU/ VAS (n=65) 25%	Load as soon as they have cleared the offloaded vehicles. Closing the walk on passengers 2 minutes before sailing to allow time for the ramp to be raised.
SEA/ BAIN (n=50) 19%	Make the schedule more realistic. In the winter, with the rain.
MUK/ CLI (n=17) 6%	The pen is not large enough to hold vehicles that must be searched by CBP. As a result, all other loading/unloading operations come to a standstill when the international vessel arrives.
FAU/ SOU (n=14) 5%	Not waiting and loading vehicles that arrive at the toll booths AFTER the ferry departure time.
	Addition of a new ferry would help solve a lot of issues.



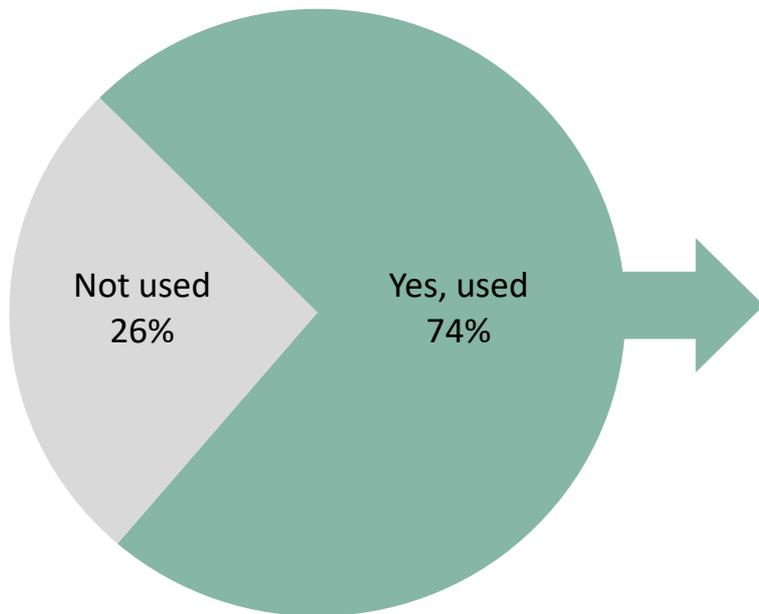
# WSF Website

# Using WSF Website

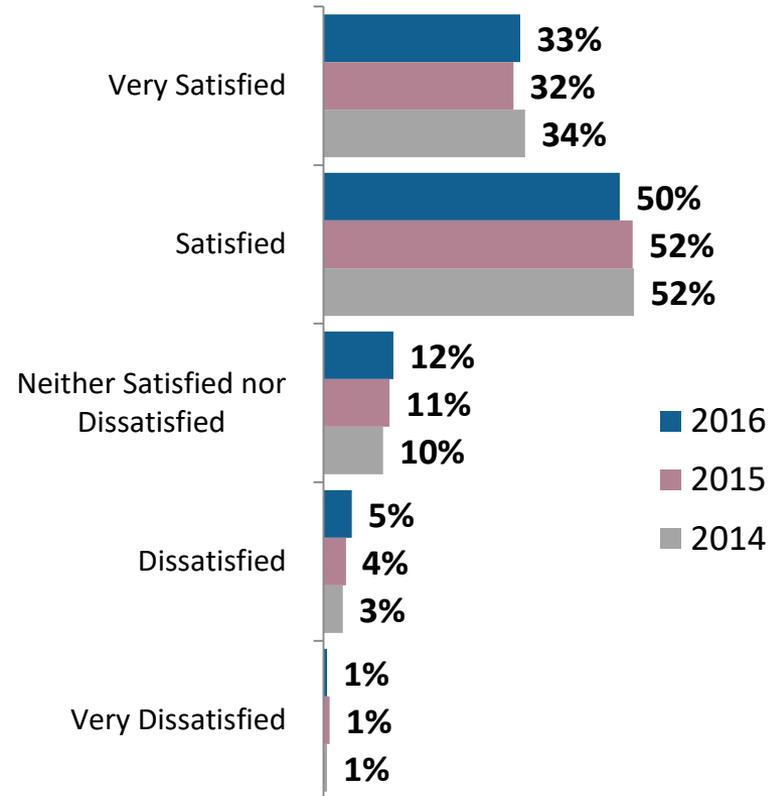


Three-fourths of riders (74%) have used the WSF website and most (83%) continue to say they are satisfied with their experience.

**Used WSF Website**



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



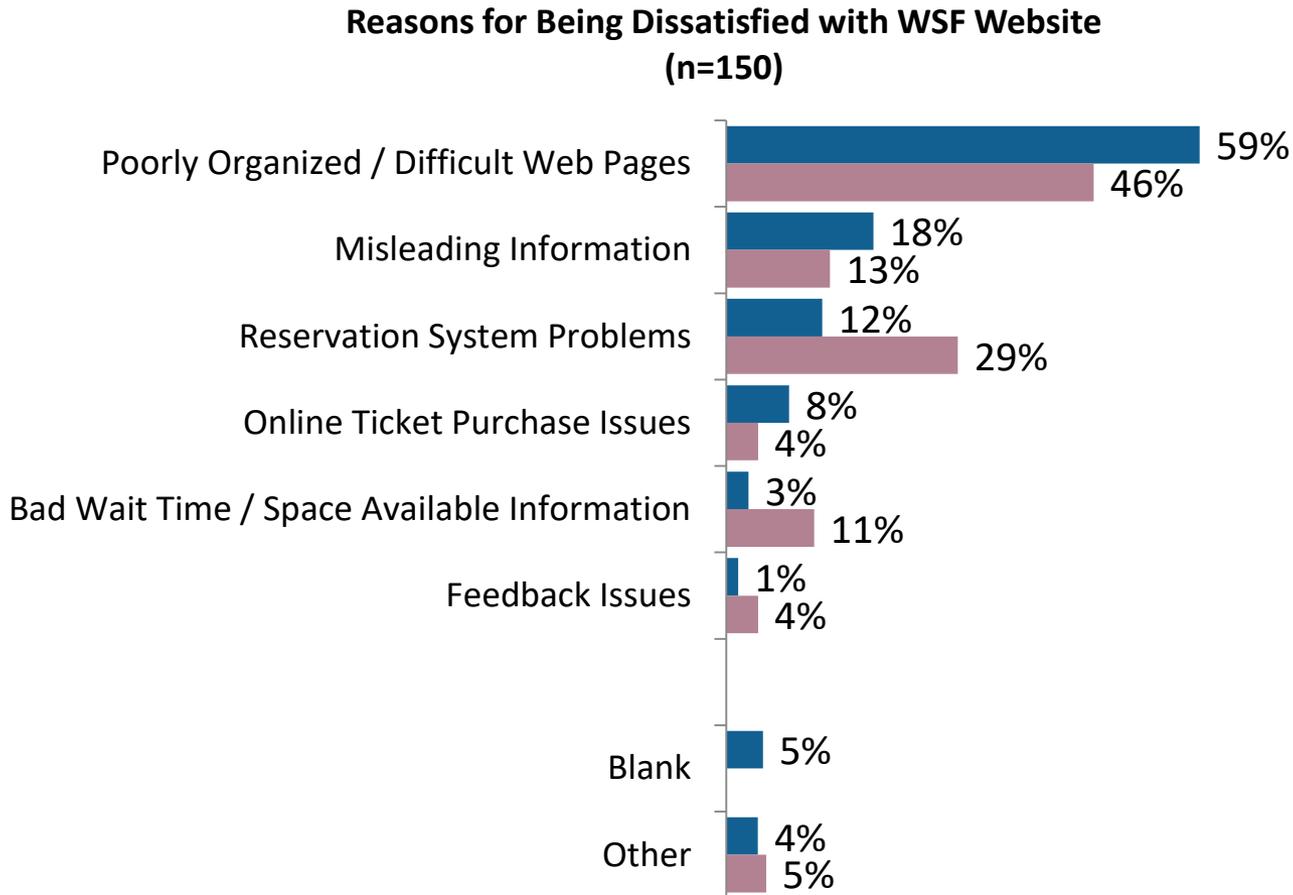
Q133. During the Winter Schedule period (December 27th – March 19th 2016), have you for any reason used the WSF website?

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

# Reasons for Dissatisfaction with Website



The number who are dissatisfied with the reservation systems has dropped substantially from 2015. There has been a 13 point increase in the number who think the website is poorly designed.



Q135. (ASKED OF DISSATISFIED WEB USERS ONLY) What specifically about your experience with the WSF website made you dissatisfied?



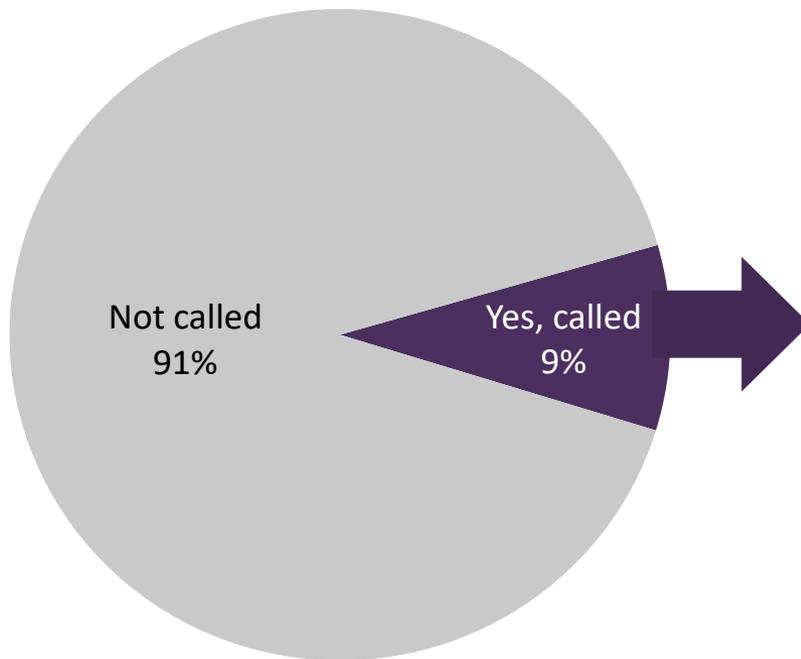
# Customer Service by Phone

# Calling WSF Customer Service by Phone

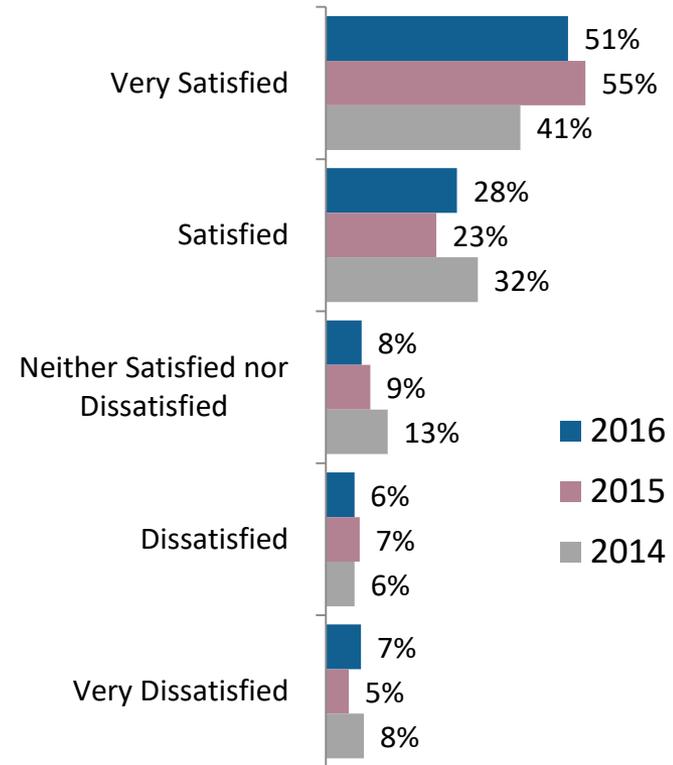


Only one-in-ten (9%) riders have contacted WSF customer service by phone and most (79%) are satisfied with their experience.

## Called WSF Customer Service



## Experience Calling WSF (n=412 / 332 / 268)



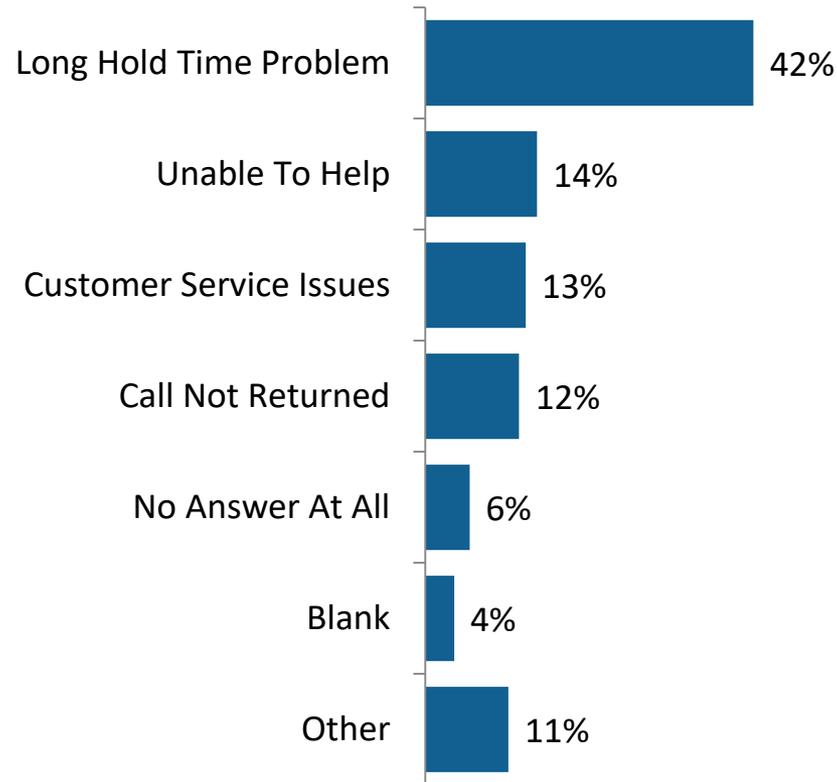
Q136. During the Winter Schedule period (December 27<sup>th</sup> 2015 – March 19<sup>th</sup> 2016), have you for any reason called WSF Customer Service by phone?  
 Q137. How satisfied were you with your experience calling the WSF by phone? (n=412 / 332/ 268)

# Reasons for Dissatisfaction w/ Customer Service



Among the 13% who are dissatisfied with phone customer service, four in ten (42%) mentioned the long hold times.

**Reasons for Being Dissatisfied With WSF Customer Service by Phone  
(n=42)**



Q138. (ASKED OF DISSATISFIED PHONE USERS ONLY) What specifically about your experience calling WSF by phone made you dissatisfied?

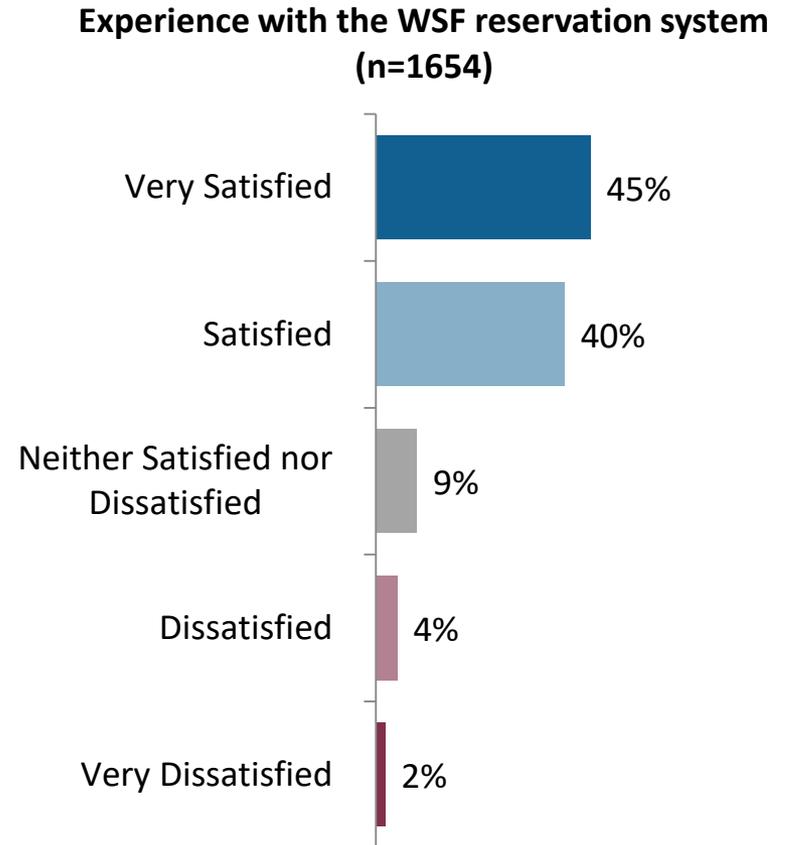
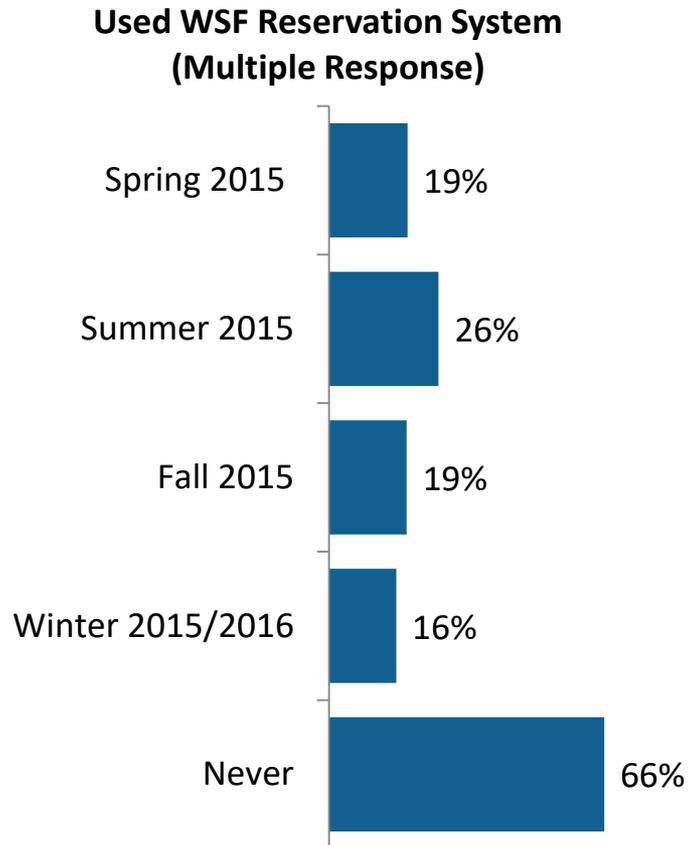


# WSF Reservation System

# 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)

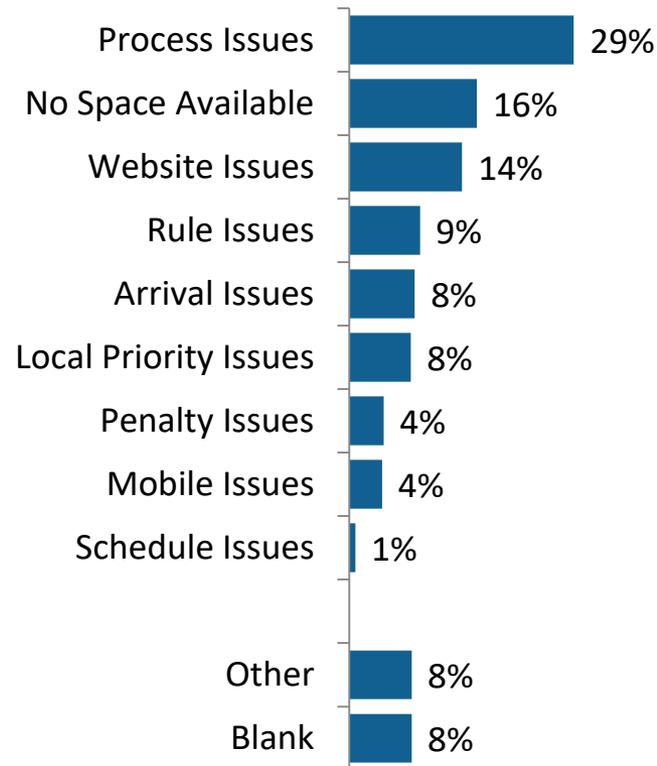
Q140. How satisfied were you with your experience with WSF reservation system?

# Reasons for Dissatisfaction w/Reservation System



Among the 6% of riders who are dissatisfied with the reservation system, the top reasons given are process issues (29%), no reservations (16%) and website issues (14%).

## Reasons for Being Dissatisfied With WSF Reservation System (n=168)



Q141. (ASKED OF DISSATISFIED PHONE USERS ONLY) What specifically about your experience with WSF reservation system made you dissatisfied?



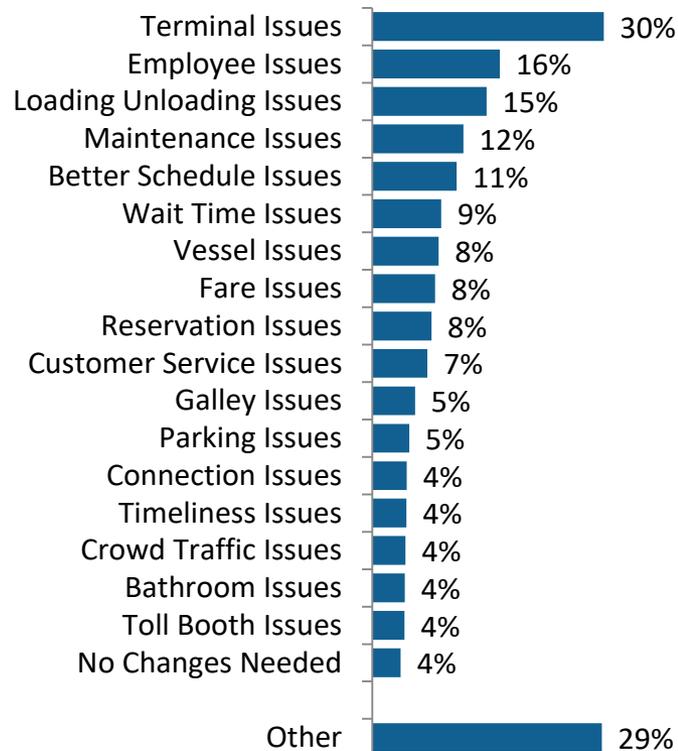
# Additional Suggestions

# Suggestions for Improving Service Quality



About three quarters of respondents (74%) offered suggestion for improving WSF service quality. Three in ten mention improving terminal issues, about one in six mentions improving employee issues (16%), and 15% mentioned loading/unloading issues.

## Suggestions beyond lowering fares to improved WSF service quality (n=2327)



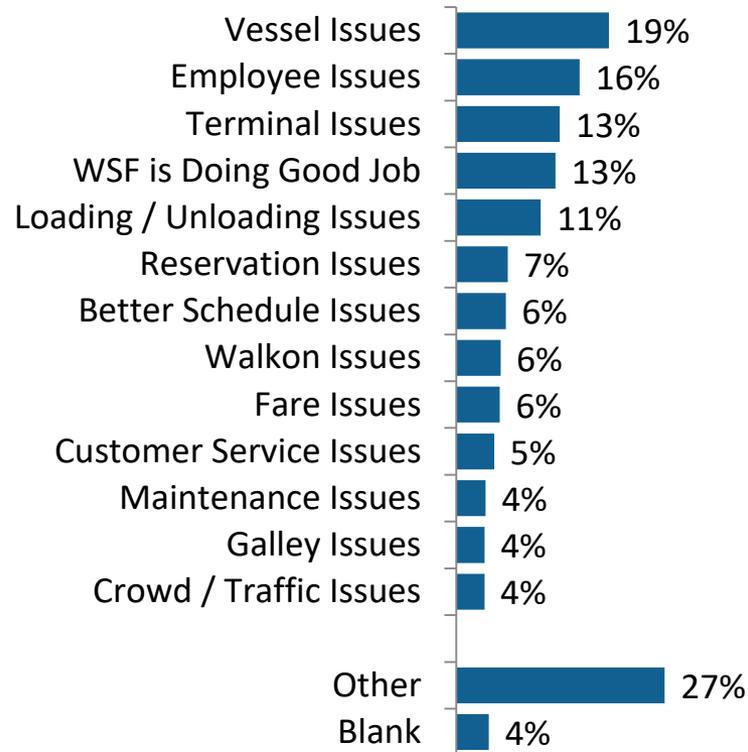
Q142. Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen the quality of service being provided?

# Additional Thoughts Regarding WSF



*About 15% of respondents offered additional thoughts regarding the ferry system, and among those riders about two in ten mentioned vessel issues and about one in six (16%) mentioned employee issues. One in eight (13%) said WSF is doing a good job.*

## Additional Thoughts Regarding the Ferry System (n=509)



Q143. Do you have any additional thoughts regarding the ferry system you would like to share?

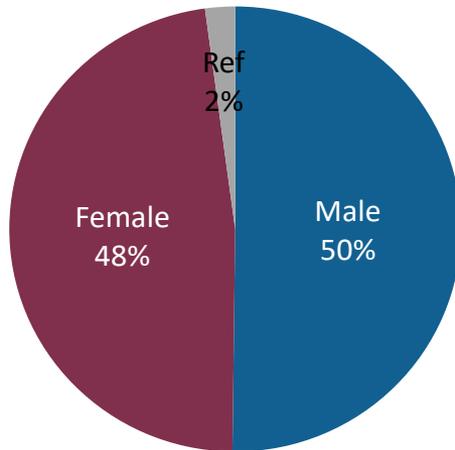


# Appendix A – Demographics

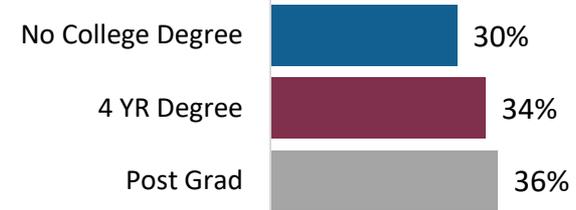
# Demographics



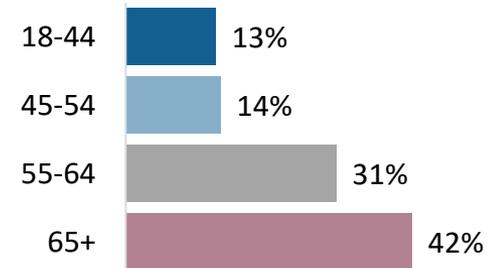
## Gender



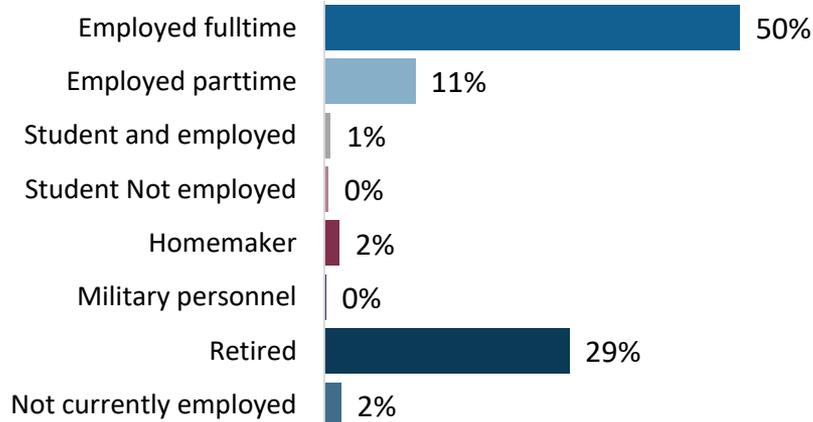
## Education



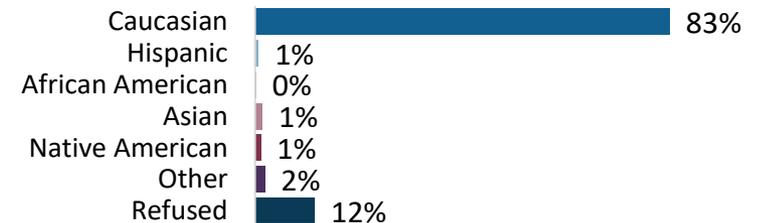
## Age



## Employment



## Ethnicity





# Appendix B - Weighting

# Weighting Methodology



- In order to make the survey results proportionate to the ferry ridership universe as a whole, it was necessary to weight the data by route and boarding method based on their last trip taken. The weighting scheme used is displayed below.

	Vehicle	Passenger	Walk on
Seattle/Bainbridge	1.29	3.37	1.26
Seattle/Bremerton	1.43	2.49	1.70
Point Defiance/Tahlequah	1.41	3.67	1.55
Edmonds/Kingston	1.29	3.90	1.30
Fauntleroy/Vashon	0.91	2.45	1.56
Fauntleroy/Southworth	1.22	1.86	1.23
Southworth/Vashon	1.73	0.36	2.40
Coupeville/Pt. Townsend	0.50	2.70	1.09
Mukilteo/Clinton	0.85	2.12	1.00
Anacortes/San Juan Islands	0.14	0.41	0.40
San Juan Interisland	0.32	0.26	0.04



# Appendix C – Open End Responses

# Open End Questions



- The full list of verbatim answers can be found in the accompanying PDF to this report.

Question	Page
Q26/27. You rated your satisfaction with Terminals are clean and well maintained low. At which terminal(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D3
Q28/29. You rated your satisfaction with Terminals are comfortable low. At which terminal(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D11
Q30/30a. You rated your satisfaction with terminal staff are helpful, competent and knowledgeable low. At which terminal(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D31
Q31/31a. You rated your satisfaction with terminal bathrooms are clean and well maintained low. At which terminal(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D41
Q34. What specifically about your experience with the WSF terminal staff member made you dissatisfied? Please be as specific as possible.	D59
Q46/47. You rated your satisfaction with WSF sailing schedule is adequately coordinated with transit services available at the terminal low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D62
Q48/49. You rated your satisfaction with Adequate parking near the terminals low. At which terminal(s) did you experience this unsatisfactory parking level? Why are you dissatisfied? Please be as specific as possible.	D80
Q50/51. You rated your satisfaction with WSF provides easy loading and unloading for walk-on passengers low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D110
Q52/53. You rated your satisfaction with WSF walk-on passenger loading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D124
Q54/55. You rated your satisfaction with WSF walk-on passenger unloading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D138
Q63/64. You rated your satisfaction with WSF toll booth staff is friendly, courteous and polite low. At which terminal(s) did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	D150

# Open End Questions, Cont.



Question	Page
Q65/66. You rated your satisfaction with WSF makes buying tickets easy and quick low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D158
Q67/68. You rated your satisfaction with WSF efficiently processes vehicles through ticket lanes low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D170
Q77/78. You rated your satisfaction with WSF vehicle loading crew is friendly, courteous and polite low. At which terminal(s) did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	D198
Q79/80. You rated your satisfaction with WSF vehicle loading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D218
Q81/82. You rated your satisfaction with WSF loads ferries to capacity with little room between vehicles low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D244
Q83/84. You rated your satisfaction with WSF vehicle loading crews provide clear directions and/or hand signals low. At which terminal(s) did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	D268
Q91/92. You rated your satisfaction with WSF vehicle unloading crew is friendly, courteous and polite low. At which terminal(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D304
Q93/94. You rated your satisfaction with WSF vehicle unloading procedures are efficient low. At which terminal(s) did you experience this unsatisfactory service level? Why are you dissatisfied? Please be as specific as possible.	D314
Q95/96. You rated your satisfaction with WSF vehicle unloading crews provide clear directions and/or hand signals low. At which terminal(s) did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	D334
Q106/107. You rated your satisfaction with The ferry passenger seating areas are clean and comfortable low. On which boat did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D348
Q108/109. You rated your satisfaction with The bathrooms on the ferries are clean and well maintained low. On which boat did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D366

# Open End Questions, Cont.



Question	Page
Q110/111. You rated your satisfaction with WSF vessels are well maintained and safe low. On which boat did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	D390
Q119/120. You rated your satisfaction with WSF vessel crew is friendly, courteous and polite low. On which boat did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	D416
Q121/122. You rated your satisfaction with the WSF vessel crew is helpful, competent and knowledgeable low. On which boat did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	D422
Q125. What specifically about your experience with the WSF vessel crew member made you dissatisfied? Please be as specific as possible.	D426
Q132. What could WSF have done to have prevented (departing/arriving) late in your view?	D428
Q135. What specifically about your experience with the WSF website made you dissatisfied? Please be as specific as possible.	D438
Q138. What specifically about your experience calling WSF by phone made you dissatisfied? Please be as specific as possible.	D443
Q141. What specifically about your experience with WSF reservation system made you dissatisfied? Please be as specific as possible.	D445
Q142. Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen the quality of service being provided? Please be as specific as possible.	D451
Q143. Do you have any additional thoughts regarding the ferry system you would like to share?	D527