Washington State Transportation Commission
WSF Summer Ferry Performance – FROG Survey
2016 Summary Presentation
Starting in 2010, the Washington State Transportation Commission (WSTC) changed the process for how research is conducted regarding Washington State Ferries (WSF). Before 2010, stand-alone research projects were executed, but some of the issues facing ferry operations are of a longitudinal nature (changes over time). The decision was therefore made to create the Ferry Riders’ Opinion Group (FROG) and the Voice of Washington State (VOWS). FROG is an online community where ferry riders have an ongoing opportunity to weigh in on ferry issues through surveys and quick polls (single questions). VOWS is an online community where any Washington resident has a similar opportunity to weigh in on statewide and regional transportation issues.

The FROG research initiative in 2016 consists of the following main phases:

- Winter Customer Survey Study (target audience: commuter riders) via FROG
- Freight Survey (target audience: WSF freight customers) via executive telephone survey
- Spring Reservation Study via FROG
- General Market Assessment Survey (target audience: Puget Sound (PS) basin and non-PS residents (non-PS) via VOWS
- Summer On-board Recreational Survey (target audience: Out of state riders)
- Summer Performance, Recreational, and Policy Study (target audience: commuter and social/recreational riders)

The focus of this report is the Summer Ferry Performance Recreational Study

Methodology:

- A total of four thousand twenty seven (n=4827) ferry riders completed the Summer 2016 FROG performance, recreational and policy survey yielding a maximum sample variable of +/- 1.4% at the 95% confidence level.
- A total of seven thousand seventy nine (n=7279) ferry riders completed the Summer 2016 onboard recreational survey yielding a maximum sample variable of +/- 1.1% at the 95% confidence level.

EMC Project # 16-6231

EMC was not part of the data collection process. Some percentages may not add up to 100% due to rounding.
Satisfaction
The percentage of riders saying they are satisfied with the level of service provided by WSF during the summer months has increased overall compared to 2014 (64% vs. 60%). Onboard survey respondents are more satisfied by a 22 point margin. The Fauntleroy/Vashon route, Fauntleroy/Southworth, Mukilteo/Clinton routes all have higher dissatisfaction rates than the overall. The greatest positive shift from 2014 by route has been among Anacortes/San Juan Island and Southworth/Vashon.

### Overall Satisfaction with WSF

<table>
<thead>
<tr>
<th>Route</th>
<th>Summer 2016</th>
<th>Onboard 2016</th>
<th>Summer 2014</th>
<th>Onboard 2014</th>
<th>Summer 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n=4,827</td>
<td>n=1,624</td>
<td>n=3,027</td>
<td>n=1,481</td>
<td>n=2,248</td>
</tr>
<tr>
<td>FAU/VAS</td>
<td>26%</td>
<td>4%</td>
<td>30%</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
<td>FAU/SOU</td>
<td>9%</td>
<td>1%</td>
<td>10%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>MUK/CLI</td>
<td>16%</td>
<td>2%</td>
<td>20%</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>SJII</td>
<td>34%</td>
<td>46%</td>
<td>25%</td>
<td>54%</td>
<td>34%</td>
</tr>
<tr>
<td>EDM/KIN</td>
<td>30%</td>
<td>2%</td>
<td>25%</td>
<td>3%</td>
<td>22%</td>
</tr>
<tr>
<td>PTD/TAH</td>
<td>64%</td>
<td>40%</td>
<td>60%</td>
<td>89%</td>
<td>68%</td>
</tr>
<tr>
<td>FAU/VAS</td>
<td>256</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAU/SOU</td>
<td>165</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MUK/CLI</td>
<td>683</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SJII</td>
<td>79</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDM/KIN</td>
<td>476</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PTD/TAH</td>
<td>51</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEA/BREM</td>
<td>301</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEA/BAIN</td>
<td>1,624</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEA/BREM</td>
<td>301</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEA/BAIN</td>
<td>1,624</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOU/VAS</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOU/VAS</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANA/SJI</td>
<td>1,624</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COW/PTT</td>
<td>339</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANA/SJI</td>
<td>1,624</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COW/PTT</td>
<td>339</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANA/BC</td>
<td>94</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANA/BC</td>
<td>94</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 dis/satisfaction.

Q20. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Summer period, June 12th through September 17th. All things considered, how satisfied are you with the service provided by Washington State Ferries during the Summer period?
The percentage of riders saying WSF is a “good” or “very good” value in the summer period has increased slightly compared to 2014 (73% vs. 68%). Overall good value is up from summer 2014 across all routes but Fauntleroy/Southworth with most significant increases among riders using Point Defiance/Tahlequah, San Juan Inter Island, Anacortes/San Juan Island and the Southworth/Vashon routes.

Q26. For the Summer period (June 12th through September 17th), do you feel that Washington State Ferries is...?
Factors Driving Ferry Decision

Both panel and onboard respondents say “Only way” and “fastest way” are the primary reasons for choosing WSF rather some other way to make a recreational or social trip. Onboard respondents list the ferry experience as a top reason as well.

### Factors determining ferry travel

**Among FROG panel respondents**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Onboard n=1,773</th>
<th>2014 n=2,785</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only way</td>
<td>25%</td>
<td>43%</td>
</tr>
<tr>
<td>Fastest way</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>Rather not drive</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Relaxing</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Price</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>The ferry experience</td>
<td>27%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>--</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Q15a. Which of the following reasons best describes why you chose WSF rather than some other way to make your most recent recreational or social trip?**

**Q15b. Which other reasons describe why you chose WSF rather than some other way to make your most recent recreational or social trip? (Multiple Response)**
Recreation
The vast majority of respondents' most recent recreational/social trips were in September, with Seattle/Bainbridge, Edmonds/Kingston, and Mukilteo/Clinton the top three last recreational routes ridden.

### Month of last Recreational/Social Trip

<table>
<thead>
<tr>
<th>Month</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2016</td>
<td>75%</td>
</tr>
<tr>
<td>August 2016</td>
<td>12%</td>
</tr>
<tr>
<td>July 2016</td>
<td>6%</td>
</tr>
<tr>
<td>June 2016</td>
<td>2%</td>
</tr>
<tr>
<td>May 2016</td>
<td>1%</td>
</tr>
<tr>
<td>April 2016</td>
<td>0%</td>
</tr>
<tr>
<td>March 2016</td>
<td>0%</td>
</tr>
<tr>
<td>February 2016</td>
<td>0%</td>
</tr>
<tr>
<td>January 2016</td>
<td>0%</td>
</tr>
<tr>
<td>December 2015</td>
<td>0%</td>
</tr>
<tr>
<td>November 2015</td>
<td>0%</td>
</tr>
<tr>
<td>October 2015</td>
<td>1%</td>
</tr>
<tr>
<td>Don't recall month</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Route of last Recreational/Social Trip

<table>
<thead>
<tr>
<th>Route</th>
<th>2014</th>
<th>Shift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle/ Bainbridge</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Edmonds/ Kingston</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Mukilteo/ Clinton</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Anacortes/ San Juan Islands</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Seattle/ Bremerton</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Fauntleroy/ Vashon</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Coupeville/ Port Townsend</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Point Defiance/ Tahlequah</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Fauntleroy/ Southworth</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Anacortes/ Sidney B.C.</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Southworth/ Vashon</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>San Juan Interisland</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Crossings and Trip Duration

Out and back on same route is the most popular crossing for both panel and onboard respondents. ANA/SJI and ANA/BC continue to have the longest mean trip duration.

Number of Crossings on Most Recent Trip

- Out and back on same route: 83% (Panel n=4,410), 71% (Onboard n=1,777)
- One direction: 11% (Panel n=4,410), 24% (Onboard n=1,777)
- Out and back on different routes: 6% (Panel n=4,410), 5% (Onboard n=1,777)

Trip Duration

<table>
<thead>
<tr>
<th>Year</th>
<th>Respondents</th>
<th>SEA/BAIN</th>
<th>SEA/BRE</th>
<th>PTD/TAH</th>
<th>EDM/KIN</th>
<th>FAU/VAS</th>
<th>FAU/SOU</th>
<th>SOU/VAS</th>
<th>COU/PTT</th>
<th>MUK/CLI</th>
<th>ANA/SJI</th>
<th>INTER</th>
<th>ANA/BC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>4,345</td>
<td>676</td>
<td>253</td>
<td>46</td>
<td>440</td>
<td>236</td>
<td>145</td>
<td>19</td>
<td>317</td>
<td>613</td>
<td>1,448</td>
<td>68</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>Mean number of days</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>2014</td>
<td>676</td>
<td>253</td>
<td>46</td>
<td>440</td>
<td>236</td>
<td>145</td>
<td>19</td>
<td>317</td>
<td>613</td>
<td>1,448</td>
<td>68</td>
<td>84</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mean number of days</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>2012</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Mean number of days</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

Q11. How many crossings or sailings on Washington State Ferries (WSF) did you take?
Q10. What was the duration (# of days from when you left home to when you returned home) of the trip?
The plurality of respondents describe visiting family or friends as the purpose of their last recreational trip.

<table>
<thead>
<tr>
<th>Purpose of Last Recreational/Social Trip</th>
<th>2016</th>
<th>2014</th>
<th>Shift ('16-'14)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting Family/ Friends</td>
<td>41%</td>
<td>42%</td>
<td>-1%</td>
</tr>
<tr>
<td>Sightseeing/ hiking trip</td>
<td>11%</td>
<td>10%</td>
<td>+1%</td>
</tr>
<tr>
<td>Going to a hotel</td>
<td>9%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>Vacation home</td>
<td>8%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>Camping/ Backpacking</td>
<td>4%</td>
<td>5%</td>
<td>-1%</td>
</tr>
<tr>
<td>Other</td>
<td>30%</td>
<td>32%</td>
<td>-2%*</td>
</tr>
</tbody>
</table>

Q12. Which of the following best describes your most recent recreational or social trip? (Multiple Response)

*2012 has 4 more categories, which have been collapsed into ‘other’, amounting to an increase of 16%.
Most respondents say their most recent recreational or social trip was a WA State only trip. Total cost of the ferry fare for the trip is more significant for panel members than for the onboard.

**Destination of Last Recreational/Social Trip**

- **Washington State**: 90% (+2%)
- **Multistate/Multination**: 10% (-2%)

**Relative Cost of Last Recreational/Social Trip**

- **Panel n=4,410**
  - 25%+: 42%
  - 10-25%: 28%
  - <10%: 30%

- **Onboard n=1,776**
  - 25%+: 20%
  - 10-25%: 20%
  - <10%: 59%

**Shift**

- **2014**
  - Panel: P=2,784 O=1,418
  - Shift: 40% (+2%)
  - 27% (-7%)
  - 30% (-2%)
  - 21% (-1%)
  - 30% (0%)

**Q13.** Was your most recent recreational or social trip part of a...

**Q14.** How significant was the ferry fare to the total cost (gas/food/lodging/etc.) of your most recent trip?
Almost all respondents say they are likely to use WSF again for a recreational or social trip. Better schedules/routes is the top mentioned way to increase the number of recreational or social trips.

Q16. How likely would you be to consider using Washington State Ferries again for a recreational or social trip? Would you say you...?

Q18. Besides lowering fares, what, if anything, could Washington State Ferries do to help increase the number of recreational or social ferry trips that people, like you, make in a year? (Multiple Response)
Encouraging Walk-Ons & Funding
Better transit connections to and from ferry terminals was the top mentioned method of encouraging walk-ons by respondents.

Methods of Encouraging Walk

- Better transit connections to/from ferry terminals: 43%
- Nothing - We would have always driven on: 31%
- Lower parking costs at terminal(s): 30%
- Lower walk on fares: 15%
- Availability of rental car at arrival terminal: 7%
- Higher drive on fares: 3%
- Other: 20%

Q71. Thinking about the ferry route you take most often as a driver and vehicle. What, if anything, would encourage you to walk on rather than drive on? (Multiple Response, n=4,826)
Connections Matching Up

Three in ten (29%) say that the ferry schedule does not match up with their needed train or bus connections.

Q72. If you currently make train and bus connections as part of your trip on the ferry, or may make such connections in the future. Does the current ferry schedule (departures/arrivals) on the route you take most often adequately match up with your needed (or potentially needed) train or bus connection? (n=4,825)

- Does not matter - Don’t currently use train/bus: 27%
- Yes: 26%
- No - In future would use train/bus if WSF schedule was better coordinated: 19%
- No – Use train/bus now but need better coordinated schedule: 10%
- Don’t know: 19%
A third (34%) of respondents believe that the faster growth rate of vehicle fares has encouraged them to travel more as a foot passenger or carpool.

Q73. Over the past few years, passenger fares have been going up at a lower rate than vehicle fares. Has this encouraged you, or not, to travel more as a foot passenger or to carpool? (n=4,827)
58% of respondents agree that some ferry terminals need to be enlarged and/or redesigned to provide more efficient service.

“There are ferry terminals that need to be enlarged and/or redesigned to provide more efficient service.”

Q77. How much do you agree or disagree with the statement? (n=4,826)

- Completely: 33%
- Somewhat: 26%
- Agree: 58%
- Disagree: 23%
- Don't know: 19%

- Somewhat disagree: 12%
- Completely disagree: 10%
Seattle, Mukilteo, and Bainbridge are the most frequently mentioned ferry terminals that need to be enlarged and/or redesigned.

Q78. Which ferry terminals need to be enlarged and/or redesigned to provide more efficient service? (Multiple Response, n=2,652)
Among the items offered, increasing the statewide gas tax was the top selected method of funding capital needs (29%), followed closely by establishing a new statewide tax dedicated to funding ferry capital needs (25%) and increasing vehicle registration fees (24%). A plurality (44%) said they either didn’t know, other, or selected none as an option.

Q79. Which of the following funding methods, if any, would you recommend be used to fund the capital needs of the ferries?  (*Multiple Response, n=4,825*)

- Increase the statewide gas tax: 29%
- Establish a new statewide tax dedicated to funding ferry capital needs: 25%
- Increase vehicle registration fees: 24%
- Establish a new tax in Western Washington ferry served communities: 21%
- Increase the statewide sales tax: 9%
- Don’t know: 18%
- None: 17%
- Other: 9%
Ferry Attributes
Gap Analysis

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

### Quadrant Chart Diagram

- **Opportunity Area**
  - Lower than average satisfaction and higher than average importance ratings

- **High Priority**
  - Higher than average satisfaction and higher than average importance ratings

- **Low Priority**
  - Lower than average satisfaction and lower than average importance ratings

- **Nice to Have**
  - Higher than average satisfaction and lower than average importance ratings

*Parity line*
While there are no opportunity areas overall, loading crews providing clear directions, vessels are well maintained and safe, and easy unloading and loading for walk-ons are the three highest priority attributes for summer respondents.
Dissatisfaction of terminals comfortable is highest among Seattle/Bainbridge Routes and Seattle/Bremerton and Anacortes/SJI.

### Ratings on a 5 point scale (1=low, 5=high)

<table>
<thead>
<tr>
<th>Terminals are comfortable (2016)</th>
<th>TOTAL</th>
<th>SEA/BAIN</th>
<th>SEA/BRE</th>
<th>PTD/TAH</th>
<th>EDM/KIN</th>
<th>FAU/VAS</th>
<th>FAU/SOU</th>
<th>SOU/VAS</th>
<th>COU/PTT</th>
<th>MUK/CLI</th>
<th>ANA/SJI</th>
<th>INTER SJI</th>
<th>ANA/BC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sat. Respondents</td>
<td>3,137</td>
<td>639</td>
<td>243</td>
<td>26</td>
<td>280</td>
<td>201</td>
<td>101</td>
<td>16</td>
<td>217</td>
<td>409</td>
<td>911</td>
<td>45</td>
<td>49</td>
</tr>
<tr>
<td>Imp. (4-5)</td>
<td>65%</td>
<td>76%</td>
<td>70%</td>
<td>68%</td>
<td>54%</td>
<td>58%</td>
<td>65%</td>
<td>73%</td>
<td>60%</td>
<td>60%</td>
<td>58%</td>
<td>48%</td>
<td>33%</td>
</tr>
<tr>
<td>Sat. (4-5)</td>
<td>47%</td>
<td>39%</td>
<td>43%</td>
<td>51%</td>
<td>53%</td>
<td>57%</td>
<td>53%</td>
<td>64%</td>
<td>57%</td>
<td>57%</td>
<td>39%</td>
<td>60%</td>
<td>32%</td>
</tr>
<tr>
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</table>

### Top 3 Unsatisfactory Terminals

- Seattle: 64%
- Bainbridge: 19%
- Anacortes: 15%

### Example of Verbatim Complaints

- **Seattle** - Dirty, uncomfortable seating, dirty bathroom.
- **Seattle** - The seats in the waiting area near the turnstiles have ripped upholstery, and are dirty.
- **Seattle** - Consistently either too hot or too cold.
- **Seattle** - Not enough seating in Seattle terminal. Restrooms are poorly maintained.
- **Bainbridge** - No comfortable seating. Concessions outside rather than inside.
- **Bainbridge** - Very long walk on and off.
- **Anacortes** - Very crowded and noisy. Very limited food selection.
- **Anacortes** - The food service was not open, the seats are very uncomfortable. No tables for long waits.
Seating is the top complaint among people who are dissatisfied.

Q42b. What specific conditions (about the terminal) made you dissatisfied? (Multiple Response, n=499)

- Seats: 54%
- Terminals: 28%
- Worn: 24%
- General Comfort: 23%
- Bathrooms: 21%
- Gallery: 6%
- Amenities: 3%
- Other: 4%
- N/A: 7%
WSF provides easy loading and unloading for walk-ons

Dissatisfaction is highest for Seattle Bainbridge, Seattle Bremerton, and Mukilteo Clinton.

### Ratings on a 5 point scale (1=low, 5=high)

<table>
<thead>
<tr>
<th>Terminal</th>
<th>TOTAL</th>
<th>SEA/BAIN</th>
<th>SEA/BRE</th>
<th>PTD/TAH</th>
<th>EDM/KIN</th>
<th>FAU/VAS</th>
<th>FAU/SOU</th>
<th>SOU/VAS</th>
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<th>MUK/CLI</th>
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<th>INTER SJI</th>
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<td>397</td>
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</table>

**Top 3 Unsatisfactory Terminals**

<table>
<thead>
<tr>
<th>Terminal</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>55%</td>
</tr>
<tr>
<td>Bainbridge</td>
<td>27%</td>
</tr>
<tr>
<td>Bremerton</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Example of Verbatim Complaints

**Seattle** - Having the gate partially closed creates TERRIBLE traffic flow. REALLY unnecessary. PLEASE open it up all the way.

**Seattle** - People block the walkway when exiting the ferry due to heavy lines. When boarding the ferry, the gate is partially closed and this slows everyone up.

**Seattle** - Unfriendly and often overcrowded. Not 'commuter friendly'.

**Bainbridge** - Line cutting when loading at Bainbridge - it reinforces a negative sense in the local culture.

**Bainbridge** - Crowded, lame transit area, long ass walk to get to the boat.

**Bainbridge** - It is a very poorly designed Rube Goldberg walk ramp.

**Mukilteo** - Awkward turn stiles. Corral is inadequate...tight waiting area.

**Mukilteo** - Occasionally walk on passengers have to wait on the dock until cars load to save time because ferries are behind schedule.
The loading and unloading of walk on passengers is the top complaint among people who are dissatisfied.

Q46c. What specific (walk on) conditions made you dissatisfied? (Multiple Response, n=324)

- Walker Issues: 42%
- Choke points: 31%
- Ramp Issues: 31%
- Staff Issues: 12%
- Safety Issues: 9%
- Disabilities: 8%
- Elevator: 0%
- Other: 11%
- N/A: 6%
Dissatisfaction with WSF loading crews provide clear directions is highest in Point Defiance/Tahlequah, Fauntleroy/Vashon, and Interisland.

### Ratings on a 5 point scale (1=low, 5=high)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>SEA/ BAIN</th>
<th>SEA/ BRE</th>
<th>PTD/ TAH</th>
<th>EDM/ KIN</th>
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</table>

#### Top 3 Unsatisfactory Terminals

- **Seattle** - 24%
- **Mukilteo** - 20%
- **Fauntleroy** - 16%

#### Example of Verbatim Complaints

- **Seattle** - Crews do not help first time drivers understand proper loading or unloading. So it takes way too long.
- **Seattle** - Long lines, slow, cashiers too chatty and slow the swift movement of cars into the staging area.
- **Seattle** - Parking staff have ZERO tolerance if any drivers do not understand their confusing and always changing systems of parking and loading; very often heard them scream at and call drivers names that don’t understand the instructions.
- **Seattle** - Crews do not help first time drivers understand proper loading or unloading. So it takes way too long.
- **Seattle** - Long lines, slow, cashiers too chatty and slow the swift movement of cars into the staging area.
- **Mukilteo** – It’s a mess! Not sure what else can be done! I sure hope the new terminal has a walk on only ramp! Need on in Clinton as well.
- **Mukilteo** - The crews cannot manage the people, cars, park traffic, train traffic. Loading gets all messed up due to the congestion, and the boats end up 25 minutes late. 5 busses come down the hill, and the boat leaves, stranding 100 walk-ons in a 30 square foot.
- **Fauntleroy** - Must have an excellent state patrol at Fauntleroy.
The Employees giving hand signals are the top complaint among people who are dissatisfied.

Q51d. What specific (vehicle loading) conditions made you dissatisfied? (Multiple Response, n=531)

- Hand Signals: 48%
- Loading / Unloading Issues: 29%
- Employee Attitude: 18%
- Lane Issues: 11%
- Spacing Around Vehicles: 5%
- Cutting: 2%
- Reservation Issues: 1%
- Damage: 1%
- Other: 14%
- N/A: 7%
WSF Vessels are well maintained and safe

Dissatisfaction with WSF vessels well maintained and safe is highest in Seattle/Bremerton.

### Ratings on a 5 point scale (1=low, 5=high)

<table>
<thead>
<tr>
<th></th>
<th>TOTAL</th>
<th>SEA/ BAIN</th>
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<td>-2%</td>
<td>-9%</td>
<td>-21%</td>
<td>-24%</td>
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### Top 4 Unsatisfactory Vessels

- Don't recall name: 39%
- Wenatchee: 17%
- Hyak: 17%
- Puyallup: 16%

### Example of Verbatim Complaints

- **Wenatchee** - Bathrooms are poorly cleaned, sometimes toilet tissue is empty, towels empty, sink faucets not working; dirty stalls; doors not latching properly.
- **Wenatchee** - Boats are all showing signs of wear and tear not to mention breaking down.
- **Hyak** - Gross soil of boats - tables/booths/floors/bathrooms - ugh! And the staff is almost always standing around talking and doing nothing that looks like maintenance.
- **Puyallup** - Unclean. Dirty bathrooms.
- **Walla Walla** - Sometimes the toilets won't flush.
- **Tacoma** - Tables and seats are almost always dirty (food scraps and crumbs).
General dirty unclean and Bathrooms are the top complaints among people who are dissatisfied.

Q59c. What specific (vessel) conditions made you dissatisfied? (Multiple Response, n=476)

- Dirty / Unclean / Odor: 50%
- Bad Bathrooms: 50%
- Old / Broken / Missing Items: 27%
- Poor Galley: 9%
- Poor Maintenance: 8%
- Bad Employees: 6%
- Other: 2%
- N/A: 9%
Web and Phone Satisfaction Issues
More than three quarters of summer respondents have used the WSF website for some reason and almost all say they are satisfied with their experience.

Q65. have you for any reason used the WSF website?
Q66. How satisfied were you with your experience using the WSF website?
The ability to find information and hard to book or change reservations were the top mentioned issues.

Q67. What specifically about your experience with the WSF website made you dissatisfied? Please be as specific as possible. (n=349)

Website Issues Mentioned:

- Cannot Find Info Fast / Poor Design: 39%
- Hard to Book / Change Reservations: 25%
- More Visible Alerts: 17%
- Slow / Does not work on Phone: 14%
- Inaccurate Info: 10%
- Poor Cameras: 6%
- Other: 8%
- N/A: 2%

WSTC FROG - 2016 WSF Summer Recreation Survey
Very few respondents have contacted WSF customer service by phone. Of those respondents saying they have called, the majority are satisfied with their experience.

Q65B. During the Summer (June 12th through September 17th) period, have you for any reason called WSF by phone?

Q68. How satisfied were you with your experience calling the WSF by phone?

**Experience Calling WSF**

- **Very Satisfied**
  - 2016: 40% (+12%)
  - 2014: 32%
  - 2012: 29%

- **Satisfied**
  - 2016: 31% (-3%)
  - 2014: 34%
  - 2012: 35%

- **Neither Satisfied nor Dissatisfied**
  - 2016: 11%
  - 2014: 13%
  - 2012: 15%

- **Dissatisfied**
  - 2016: 12%
  - 2014: 8%
  - 2012: 13%

- **Very Dissatisfied**
  - 2016: 6%
  - 2014: 12%
  - 2012: 8%
No answer or long wait times and issues around reservations topped the list of phone complaints among people who are dissatisfied.

Q69. What specifically about your experience calling WSF by phone made you dissatisfied? (Multiple Response, n=133)

- Long Wait / No Answer: 34%
- Reservations: 27%
- Bad Employees: 12%
- Difficult to Find Number: 11%
- No Call Back: 3%
- Report But Nothing Done: 2%
- Other: 28%
- N/A: 0%
Questions & Answers
THANK YOU!
For More Information Contact:
Reema Griffith, WSTC Executive Director
Bill Young, Survey Program Project Manager

360.705.7070