



FERRY RIDERS' OPINION GROUP

Jump on Board



Washington State Ferries 2017 Winter Performance Final Report



Washington State
Transportation Commission

Research Assurance LLC

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). 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 2017 WSF Winter Ferry Performance Study with a target audience of winter commuter riders, sampled from the FROG panel.

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- ▶ Online Survey of Washington State Ferry Riders Opinion Group (FROG)
- ▶ Conducted April 28th – May 11th, 2017 regarding their personal experience riding Washington State Ferries during the recent winter travel period (January 8th through April 1st, 2017)
- ▶ A Total of 4,004 Interviews were completed
- ▶ Data was weighted to reflect WSF actual ridership during the 2017 winter period by route, boarding method and ticket type used based on the last trip taken

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

Executive Summary



OVERALL SATISFACTION

- ▶ Similar to 2016/2015, the major WSF customer service touch points with 2017 winter period (January 8th through April 1st 2017) riders are with: riders who visit the vessel passenger deck (90%), drove onto a ferry (87%), visited WSF's website (75%), went inside a terminal (62%), or walked onto a ferry (54%).
- ▶ Overall satisfaction with the service provided by WSF during the recent winter period continues to be strong (77% of all riders are satisfied, up from 74% in winter 2016).
- ▶ Overall dissatisfaction for the 2017 winter period is at 15%, down from 18% in winter 2016.
- ▶ Riders on the Fautleroy/Vashon (23%) and Anacortes/San Juan Islands (21%) routes continue to have the highest overall dissatisfaction.
- ▶ Only six (6%) percent of riders say they are extremely dissatisfied with WSF performance, up 1 percentage point from 2016 and 2015 winter periods (5%).

Executive Summary



PERFORMANCE MEASURES

- ▶ Winter 2017 dissatisfaction for each individual attribute is largely unchanged (+/- 0-3 percentage point shift) when compared to 2016 and 2015.
- ▶ Overall dissatisfaction remains highest, by a wide margin, for “adequate parking near terminals” (30%), an increase of 1 percentage point from 2016.
- ▶ As in 2016, the greatest opportunity to improve rider satisfaction (that is the combination of highest importance for the service aspect with the lowest satisfaction with WSF performance) system wide are “terminal bathroom cleanliness” and “clear loading crew directions.”
- ▶ Dissatisfaction is highest regarding “clean and well maintained terminal bathrooms” in Seattle (30% of Seattle/Bremerton riders and 35% of Seattle/Bainbridge riders report dissatisfaction).
- ▶ There is significant dissatisfaction with the availability of adequate parking on the Port Townsend/Coupeville (43%), Fautleroy/Vashon (45%) and most notably, Mukilteo/Clinton (58%) routes.
- ▶ Fautleroy/Vashon riders (47%), are most dissatisfied with the efficiency of vehicle processing through ticket booths.
- ▶ Dissatisfaction with walk-on services is highest in Mukilteo/Clinton.
- ▶ One in four (23%) riders ask WSF terminal staff for help/assistance, with 21% of those reporting dissatisfaction with the response.
- ▶ One in five (20%) vehicle drivers say hand signals are somewhat (14%) or very (6%) inconsistent between crews.
- ▶ Similar to 2016, about one in three (30%) riders asked a WSF vessel staff for help/assistance and one in ten (11%) of those are dissatisfied with the response.

Executive Summary



WSF WEBSITE

- ▶ Three-fourths of winter riders (75%) have used the WSF website and most (85%) continue to be satisfied.
- ▶ Among the 5% of riders who are dissatisfied with the website, the overwhelming majority cite poor website design and organization as the top reason (54%) for their dissatisfaction.

WSF PHONE CUSTOMER SERVICE

- ▶ About one-in-ten (8%) winter riders have contacted WSF customer service by phone and most (79%) are satisfied with their experience.
- ▶ Among the 14% who are dissatisfied with phone customer service, the plurality (30%) mentioned it concerned problems with reservations.

RESERVATIONS

- ▶ More riders have ever have used the WSF reservation system (47% in 2017 vs. 34% in 2016) and are satisfied with their experience (84% in 2017 similar to 85% in 2016).
- ▶ Website issues (25%) are the dominate reason for dissatisfaction.

SUGGESTIONS FOR IMPROVING SERVICE QUALITY

- ▶ The dominate area this year (33%) as in 2016 (30%) revolves around terminal issues.

Executive Summary



RIDERSHIP

- ▶ Compared to 2016, there is little difference in the routes people rode this winter where Seattle/Bainbridge (39%) and Edmonds/Kingston (34%) continue to top the list. However, the travel frequency for most routes has declined compared to 2016.
- ▶ All routes except Coupeville/Pt. Townsend and Anacortes/San Juan Islands are primarily used for commuting during the winter. Anacortes/San Juan have a high percentage of “other” trips (shopping, medical appointments, etc.).

MOST RECENT TRIP

- ▶ Just over a quarter of riders (26%) say Seattle/Bainbridge was the last route they rode, followed by Mukilteo/Clinton (18%) and Edmonds/Kingston (16%). These results are very similar to 2016 and 2015.
- ▶ As in winter 2016, commuting to work (23%) is the most common purpose of riders’ most recent trip, followed by visiting family/friends (18%). However, commuting to work has declined 5 percentage points from 2016 (8 percentage points from 2015).
- ▶ As in winter 2016, a majority of riders (75%) drove their own car (or were a passenger in that car) for their most recent ferry trip. One-in-five (20%) riders walked on this winter.
- ▶ A majority of winter riders’ most recent trips continue to be weekday trips (77% vs. 78% in 2016). Of those 2017 weekday trips 61% were during peak times verses 31% in 2016.
- ▶ Four in ten (38%) use a multi-ride ticket verse three in ten (31%) who use a single ride ticket.



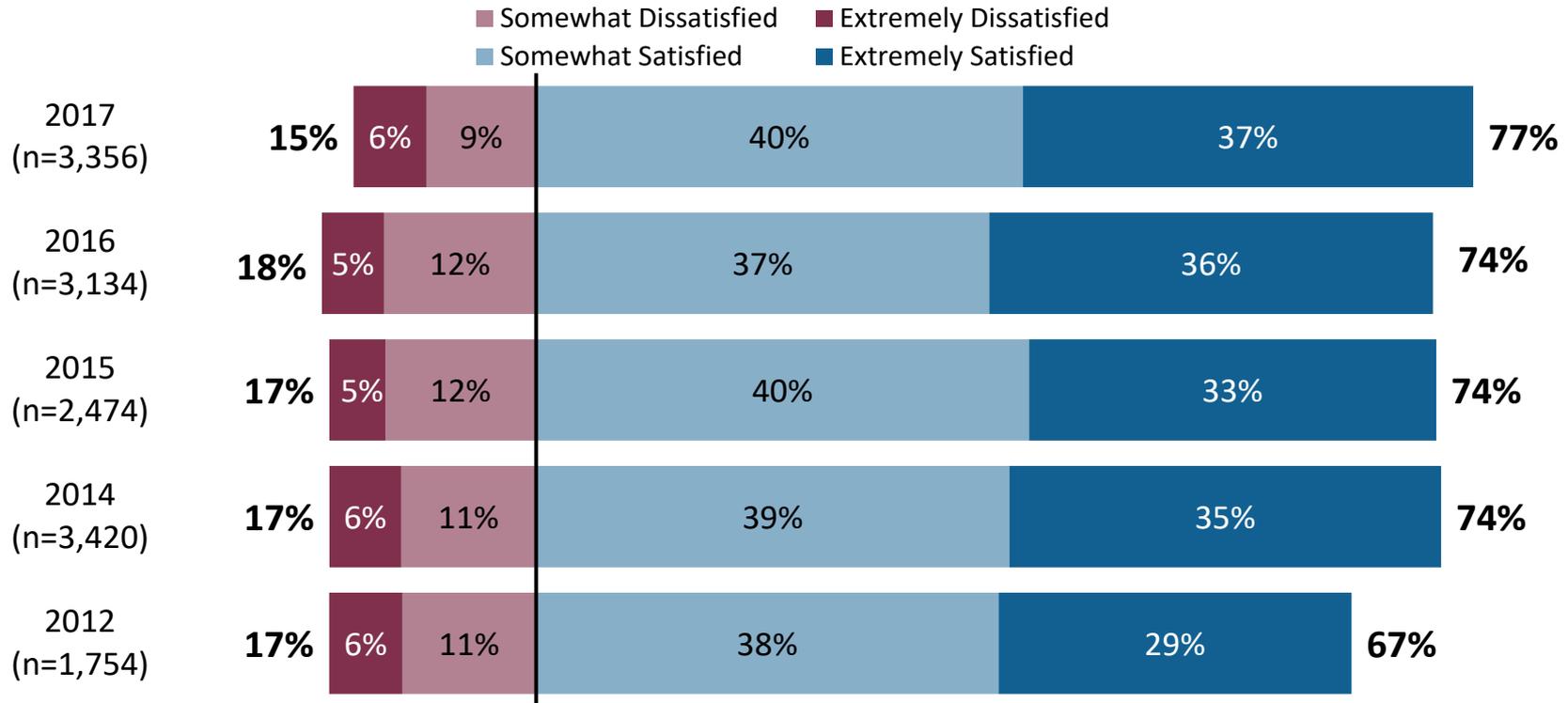
Detailed Study Findings

Overall Satisfaction



Overall satisfaction (77%) with the service provided by WSF is strong (40% Satisfied / 37% Extremely Satisfied). Dissatisfaction decreased 3 percentage points to 15%, but the extremely dissatisfied (6%) remains constant.

Overall Satisfaction with WSF



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

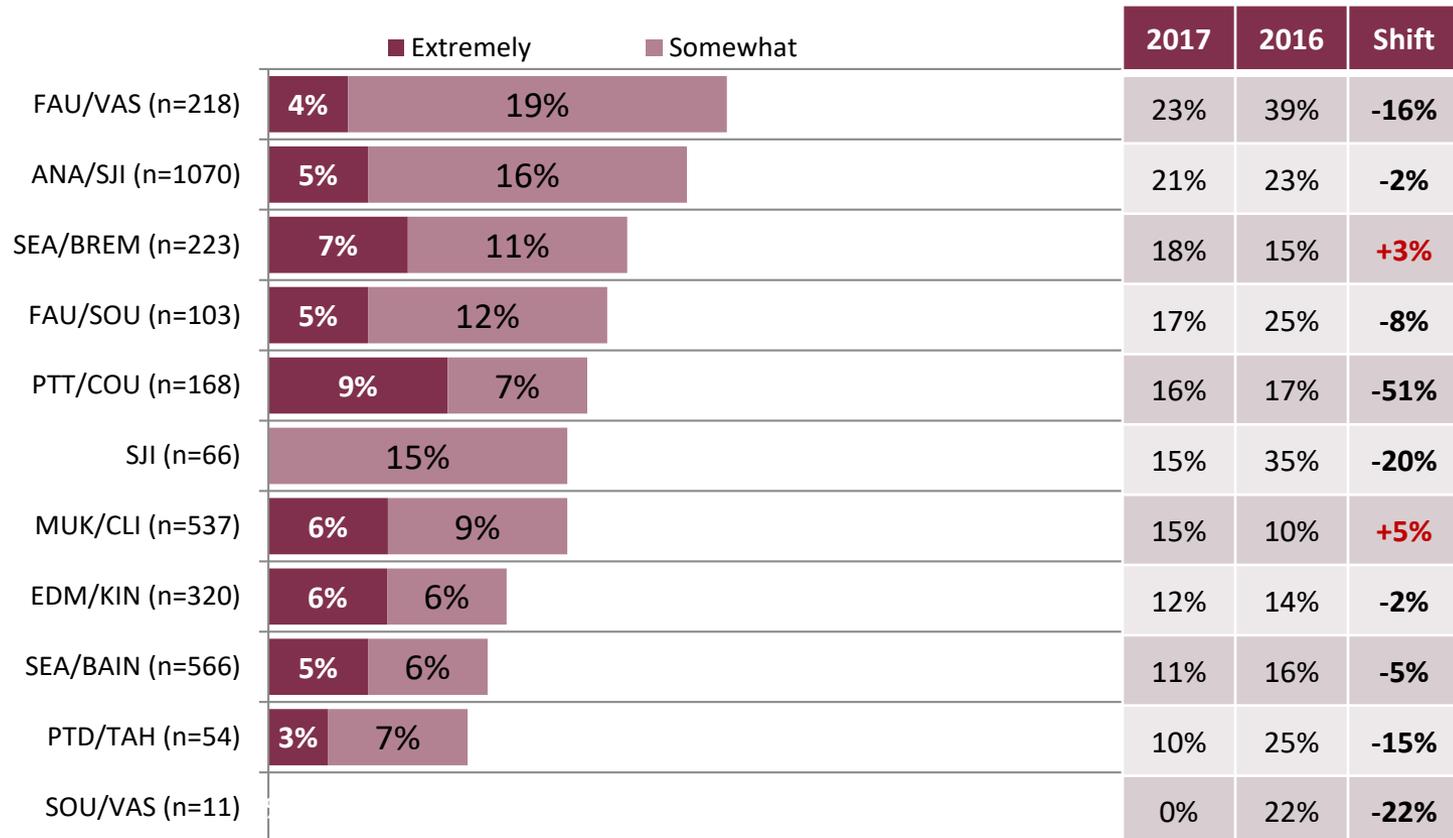
Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 8th through April 1st 2017. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Overall Dissatisfaction by Route



Riders on the Fauntleroy/Vashon (23%) and Anacortes/San Juan Island (21%) routes show much higher levels of dissatisfaction than other routes, however dissatisfaction has decreased compared to winter 2015 (-16%, -2% points). Only Seattle/Bremerton (+3% points) and Mukilteo/Clinton (+5% points) saw increases in dissatisfaction.

Overall Dissatisfaction by Route (Total Dissatisfied)

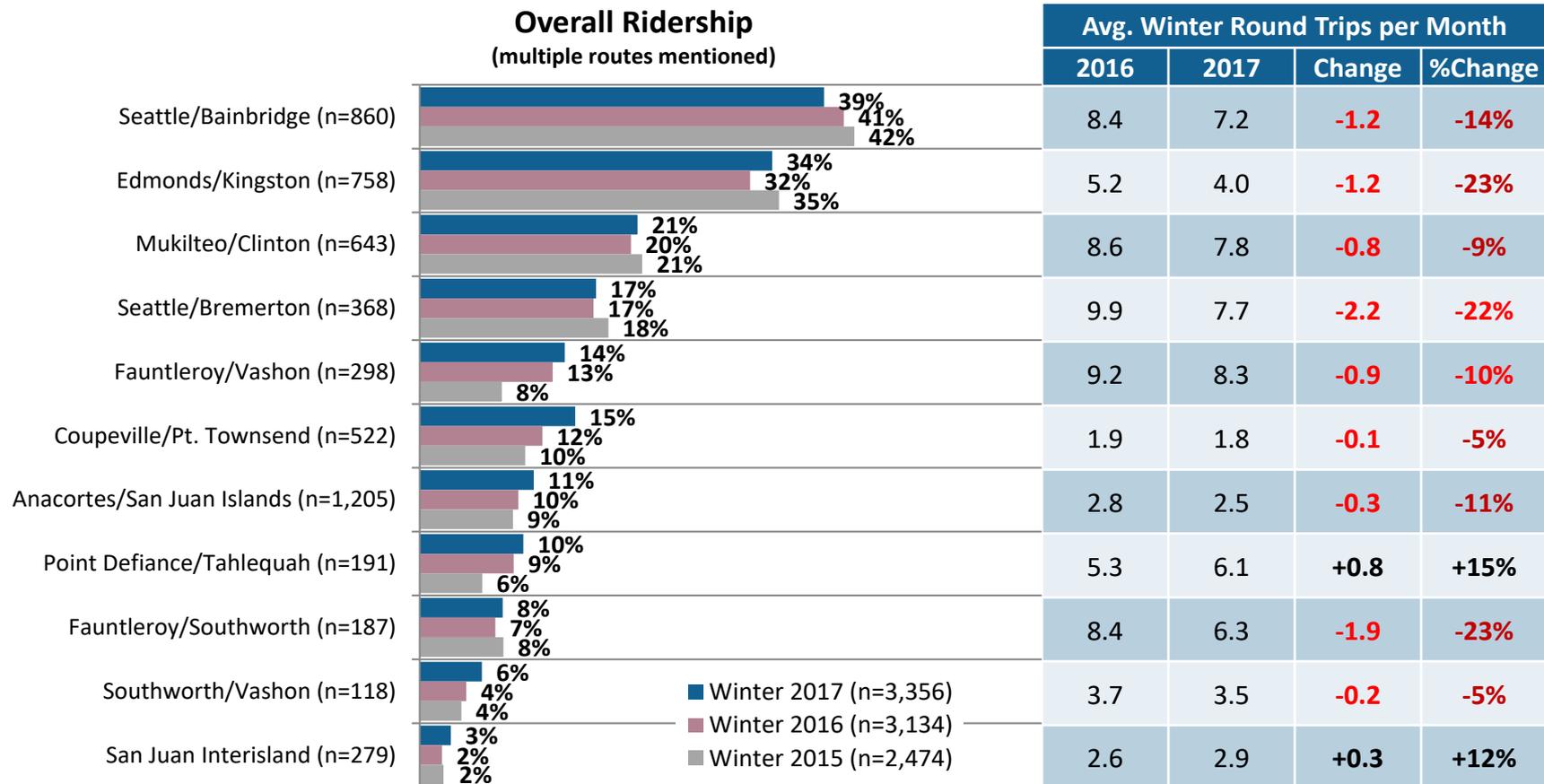


Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 8th through April 1st 2017. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Ridership



Compared to 2016, there is little difference in the routes people rode this winter - Seattle/Bainbridge (39%) and Edmonds/Kingston (34%) continue to top the list. However, average round trips per month this winter showed declines on all routes except Point Defiance/Tahlequah and San Juan Interisland.



Q2. Which of the following route(s) have you ridden during the Winter period (January 8th through April 1st 2017)? [CHECK ALL THAT APPLY]

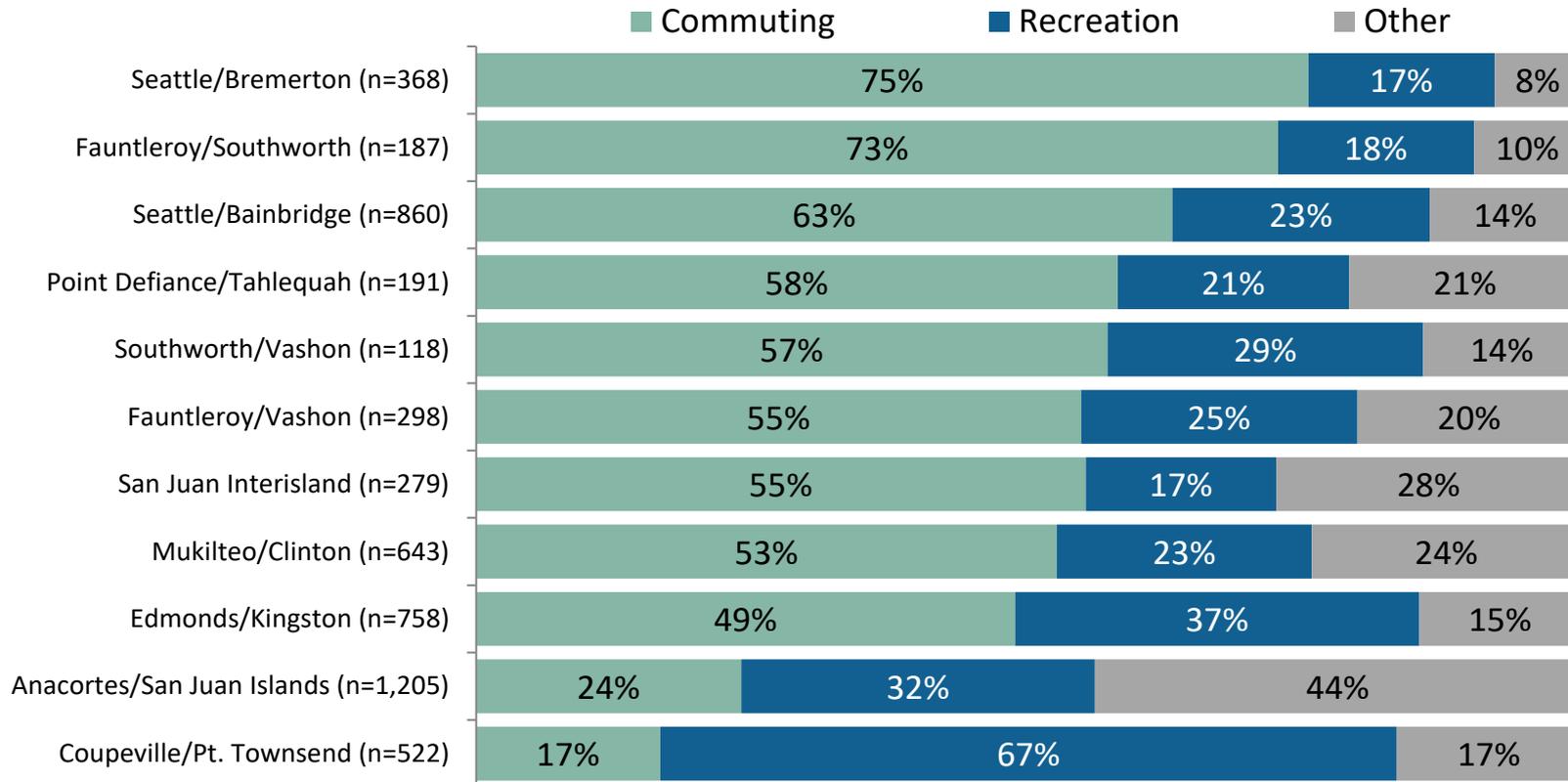
Q3. To get an idea of how people are using the ferry system in the winter months, could you please give us a guesstimate for the route(s) shown below - how many round trips (two one-way trips = one round trip) per month you take during the Winter period?

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.)?



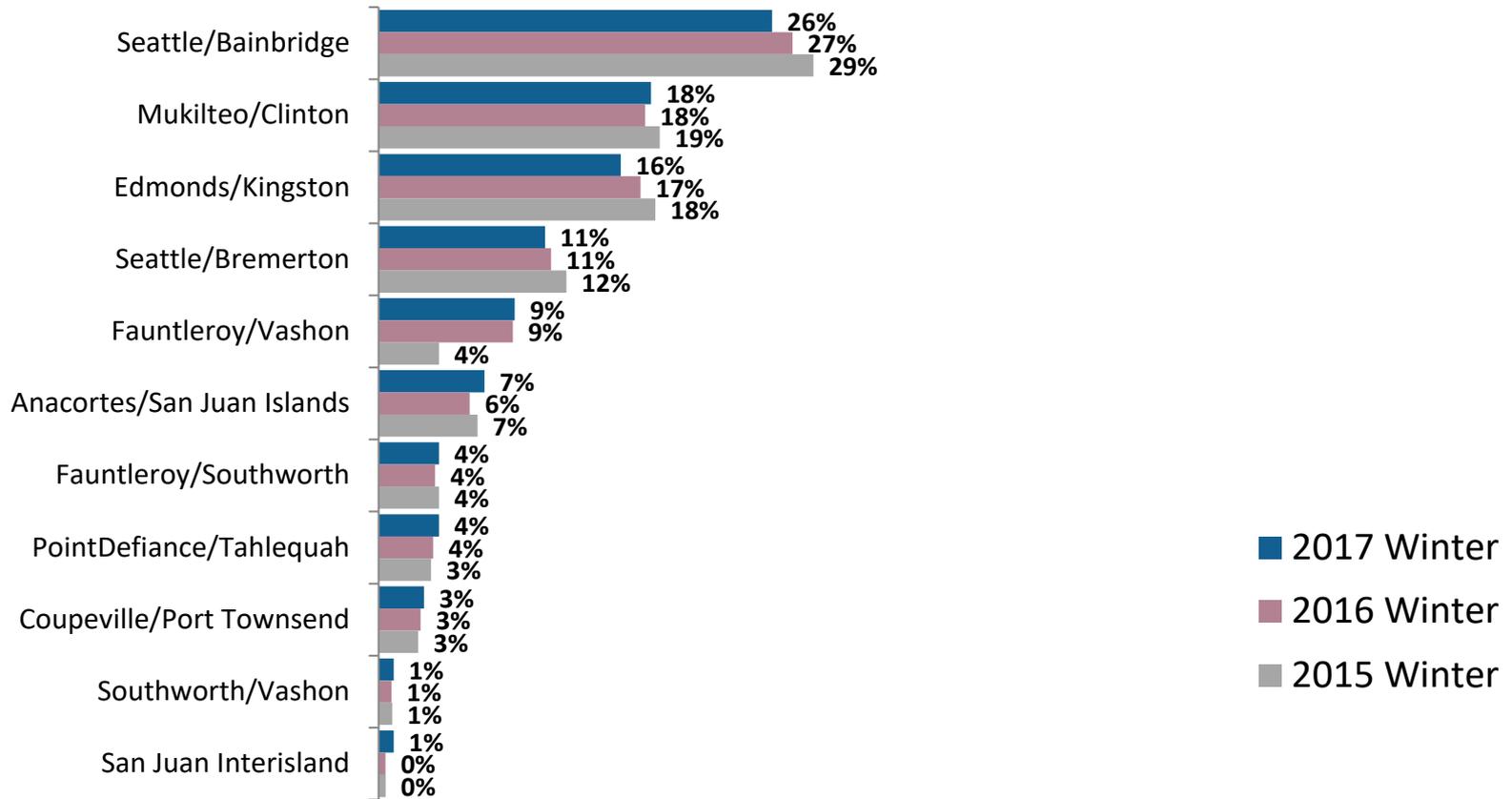
Most Recent Trip

Most Recent Trip - Route



Just over a quarter of riders (26%) say Seattle/Bainbridge was the last route they rode, followed by Mukilteo/Clinton (18%) and Edmonds/Kingston (16%). Results are very similar to 2016. This question reflects the actual results of the WSF traffic count by route for each of the winter periods reported.

Most Recent Trip Route



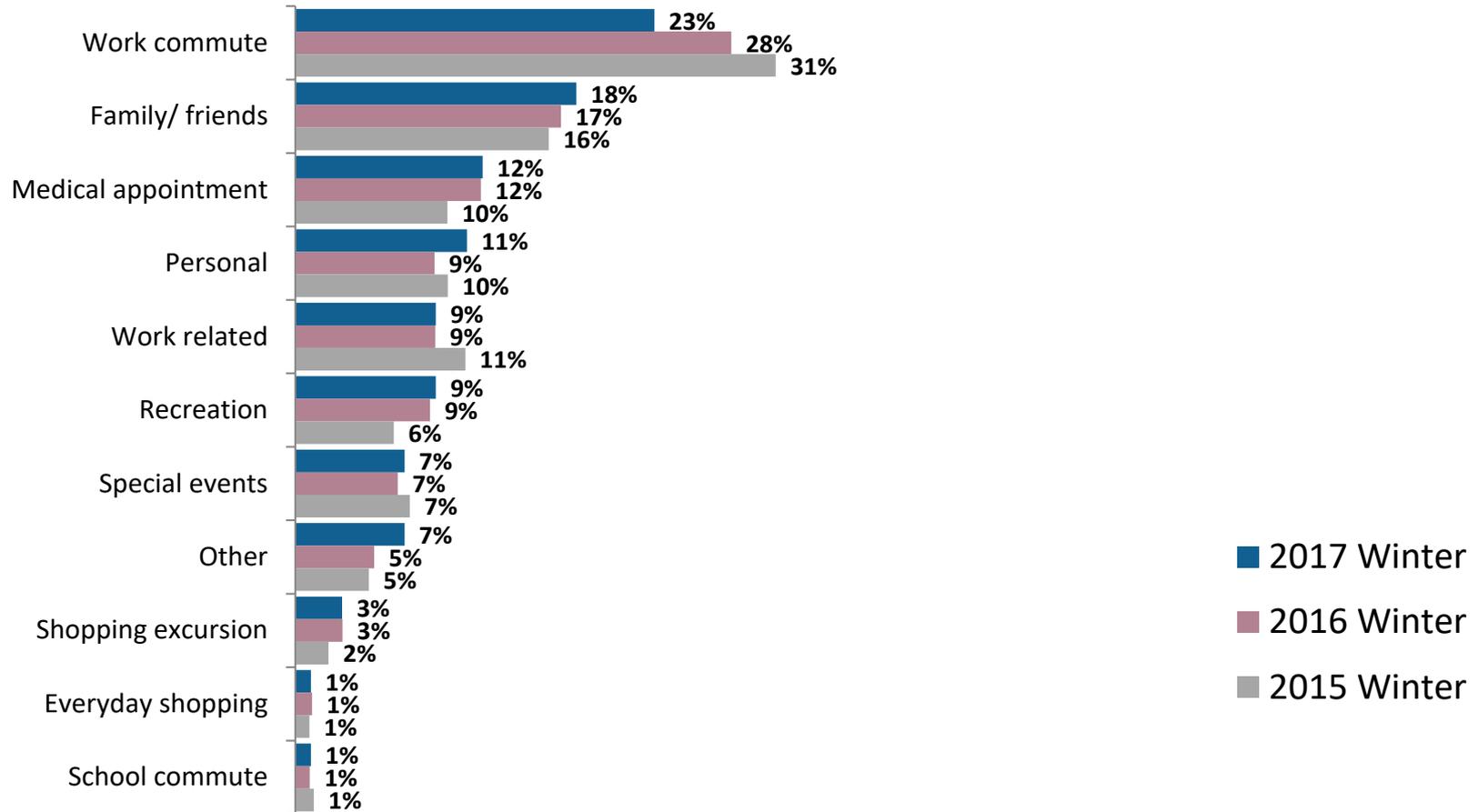
Q13. Now focusing in on your most recent ferry trip, what was the last route that you rode?

Most Recent Trip – Purpose



As in 2016, work commute (23%) is the most common purpose of riders' most recent trip, followed by visiting family/friends (18%). There has been a steady decline in the percentage of riders reporting their most recent trip purpose was for commuting to work since 2015.

Most Recent Trip Purpose



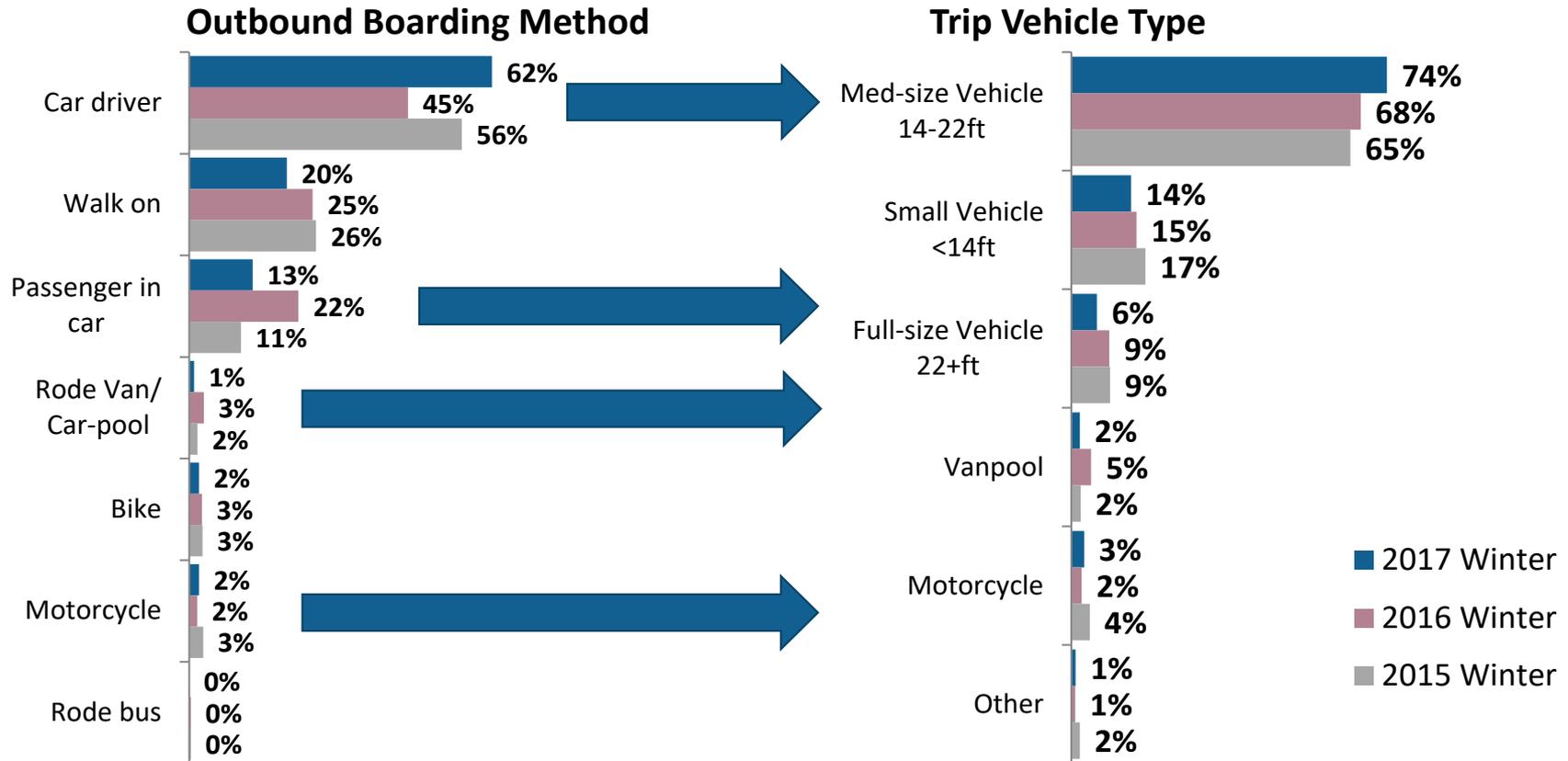
Q15. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, which of the following was the PRIMARY PURPOSE for that specific trip?

Most Recent Trip – Boarding Method/Vehicle Type



As in 2016, more riders (75%) drove on as driver or passenger for their most recent ferry trip. One-in-five (20%) walked on. Among those who did drive on, three quarters (74%) were in a vehicle that was 14 to 22 feet long.

Most Recent Trip



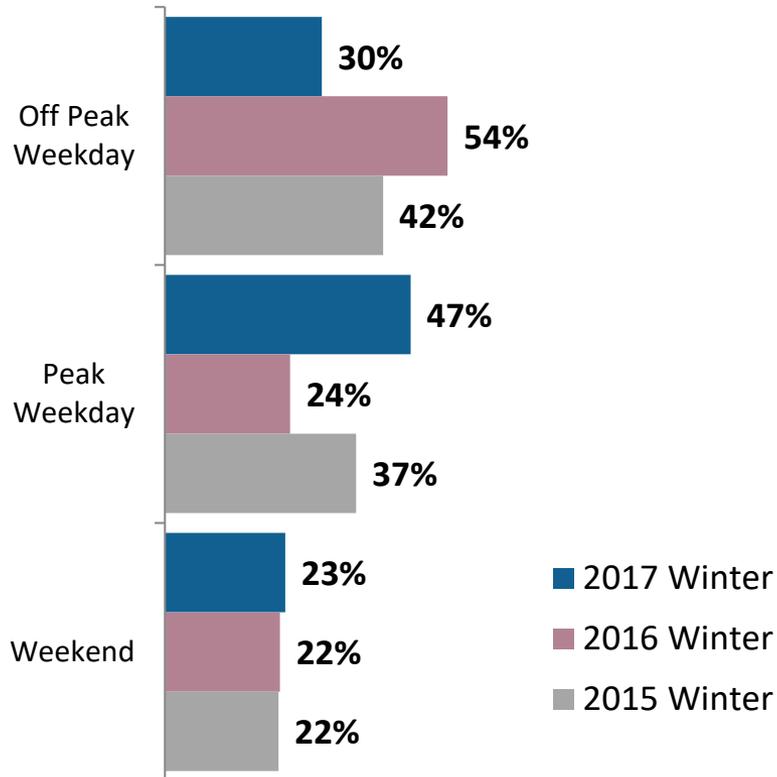
Q16ab. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, how did you board the ferry for your outbound and returning trips?
 Q17. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, which of the following best describes the vehicle you drove on the ferry?

Most Recent Trip – Time and Ticket Type

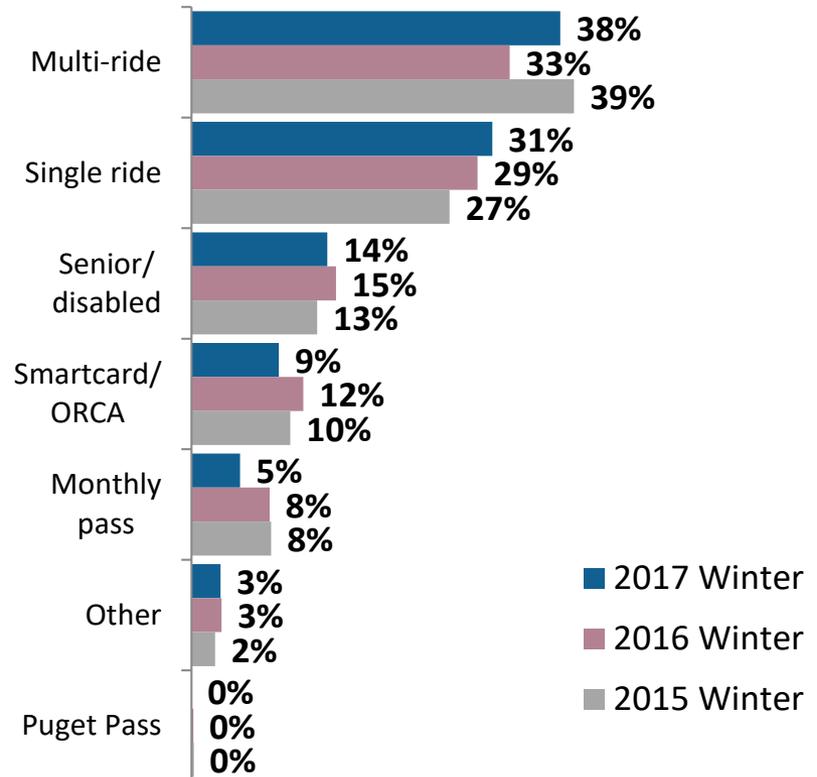


A majority of riders' most recent trips continue to be weekday trips (77%). Off-peak weekday trips declined 14% points while peak weekday usage increased 23% points from 2016. A majority use multi (38%) or single ride (31%) tickets; few use monthly passes or Orca cards.

Most Recent Trip Time*



Most Recent Trip Ticket Type



Q18. Thinking about your LAST FERRY RIDE ONLY on the {most recent} route, what was the date and scheduled departure time (or approximate time of sailing if you don't remember)?

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

* In 2017 28% declined to give the time and date of their last ferry ride (Compared to 23% in 2016, 21% in 2015 and 12% in 2014)



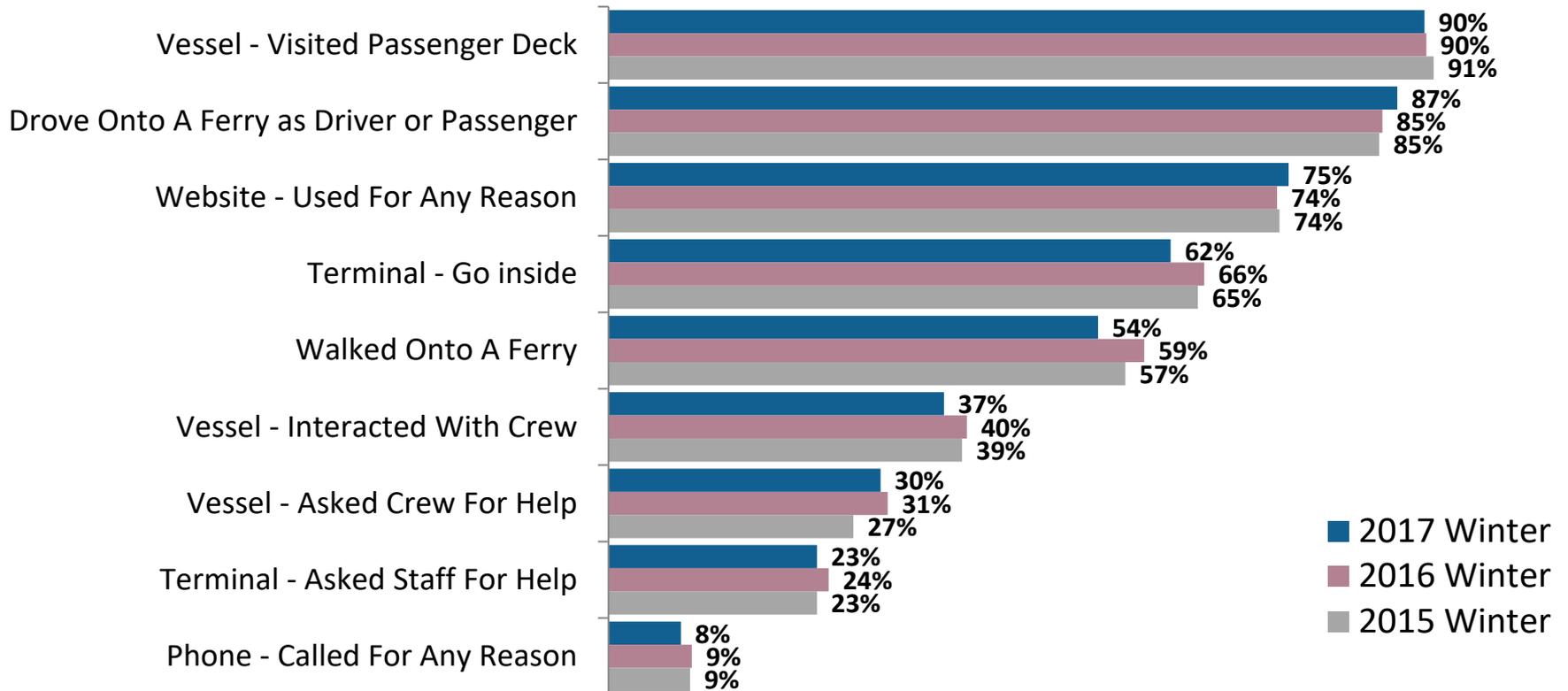
Performance Ratings

Rider Interaction With WSF



Riders are most likely to visit the passenger vessel deck (90%) and drive onto the ferry (87%). Three quarters (75%) say they have used the WSF website. Riders are least likely to have called WSF customer service (8%).

**WSF Touch Points With Winter Riders
(n=3,336 / 3,134 / 2,474)**



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

All Riders – Dissatisfaction by Attribute



Dissatisfaction on all attributes is largely unchanged compared to 2016. The highest dissatisfaction is for “adequate parking near terminals” (35%), “terminal bathrooms are clean” and “terminals are comfortable” (17%).

Attributes	Dissatisfaction (1-2)			
	2017	2016	Change	2015
Adequate parking near terminals	30%	31%	-1%	25%
Terminal bathrooms are clean	20%	20%	--	21%
Terminals are comfortable	17%	17%	--	14%
WSF and transit schedules coordinated	13%	15%	-2%	14%
Loading crews provide clear directions	13%	14%	-1%	15%
Efficiently processes vehicles	12%	11%	+1%	12%
Passenger loading efficient	10%	11%	-1%	9%
Loading procedures efficient	10%	9%	+1%	9%
Loads ferries to capacity	10%	9%	+1%	9%
Easy loading/ unloading for walk-on	9%	11%	-2%	9%
Passenger unloading efficient	8%	9%	-1%	9%
Terminal staff is helpful	8%	8%	--	8%
Terminals are clean	8%	7%	+1%	7%
Ferries bathrooms are clean	7%	8%	-1%	10%
Vehicle loading crew is friendly	7%	6%	+1%	6%
Unloading procedures efficient	6%	7%	-1%	8%
Buying tickets easy and quick	6%	6%	--	6%
Vessels are well maintained	5%	8%	-3%	11%
Unloading crews provide clear direction	5%	5%	--	5%
Passenger seating areas are clean	4%	5%	-1%	5%
Vessel crew is helpful	4%	3%	+1%	4%
Toll booth staff is friendly	4%	3%	+1%	4%
Unloading crew is friendly	4%	3%	+1%	3%
Vessel crew is friendly	3%	4%	-1%	3%

- ❖ This table gives an overview of the individual attribute quad charts that follow for Dissatisfaction
- ❖ For each attribute, the table shows:
 - Total dissatisfaction (score of 1 or 2) for **Winter 2017, Winter 2016** and **Winter 2015**
 - The **Change** in dissatisfaction from 2016 to 2017. **Red** indicates **greater dissatisfaction** in 2017 than in 2016.

All Riders – Importance by Attribute



Importance of all attributes is largely unchanged compared to 2016. The highest importance is placed on “efficiently processes vehicles,” “ferries bathrooms are clean,” and “vessel crew is helpful” (97%).

Attributes	Importance (4-5)			
	2017	2016	Change	2015
Adequate parking near terminals	79%	78%	+1%	76%
Terminal bathrooms are clean	94%	94%	--	95%
Terminals are comfortable	81%	82%	-1%	81%
WSF and transit schedules coordinated	67%	70%	-3%	70%
Loading crews provide clear directions	96%	95%	+1%	95%
Efficiently processes vehicles	97%	96%	+1%	96%
Passenger loading efficient	93%	91%	+2%	93%
Loading procedures efficient	96%	95%	+1%	95%
Loads ferries to capacity	89%	88%	+1%	87%
Easy loading/ unloading for walk-on	93%	92%	+1%	94%
Passenger unloading efficient	92%	90%	+2%	92%
Terminal staff is helpful	85%	87%	-2%	86%
Terminals are clean	92%	92%	--	92%
Ferries bathrooms are clean	97%	96%	+1%	96%
Vehicle loading crew is friendly	87%	88%	-1%	84%
Unloading procedures efficient	95%	94%	+1%	94%
Buying tickets easy and quick	96%	95%	+1%	94%
Vessels are well maintained	95%	96%	-1%	95%
Unloading crews provide clear direction	94%	94%	--	93%
Passenger seating areas are clean	95%	96%	-1%	95%
Vessel crew is helpful	97%	97%	--	96%
Toll booth staff is friendly	92%	91%	+1%	91%
Unloading crew is friendly	87%	87%	--	96%
Vessel crew is friendly	96%	96%	--	96%

- ❖ This table gives an overview of the individual attribute quad charts that follow for importance.
- ❖ For each attribute, the table shows:
 - The percent of people you rated the attribute as 4 or 5 on the Importance scale
 - Total importance (4-5) for **Winter 2017, Winter 2016** and **Winter 2015** are shown
 - The **Change** in importance from 2016 to 2017. **Red** indicates **lesser importance** in 2017 than in 2016.

Summary of Attribute Dissatisfaction by Route*



	Dissatisfaction by Route											
	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
Number of Respondents Varies by Question (Max n Shown)	3043	530	199	43	291	197	95	9	148	469	1002	60
Adequate parking near the terminals	30%	19%	24%	34%	25%	45%	17%	46%	43%	58%	20%	10%
Bathrooms in the terminals are clean and well maintained	20%	30%	35%	20%	13%	7%	6%	0%	5%	8%	15%	12%
Terminals are comfortable	17%	22%	26%	18%	16%	11%	7%	0%	2%	8%	18%	10%
Sailing schedule is adequately coordinated w/transit services	13%	10%	13%	23%	19%	13%	18%	0%	2%	6%	36%	44%
Vehicle loading crews provide clear directions/hand signals	13%	10%	9%	14%	7%	22%	17%	12%	11%	16%	15%	8%
Efficiently processes vehicles through ticket lanes	12%	10%	4%	11%	5%	47%	22%	57%	4%	7%	13%	3%
Walk-on passenger loading procedures are efficient	10%	14%	11%	11%	4%	4%	4%	0%	4%	16%	9%	6%
Vehicle loading procedures are efficient	10%	8%	9%	11%	7%	24%	10%	2%	6%	9%	14%	12%
Loads ferries to capacity with little room between vehicles	10%	11%	8%	15%	4%	22%	14%	45%	4%	10%	9%	8%
Provides easy loading/unloading for walk-on passengers	9%	12%	8%	6%	4%	4%	2%	12%	4%	14%	6%	10%
Walk-on passenger unloading procedures are efficient	8%	12%	7%	8%	1%	4%	1%	0%	3%	10%	13%	6%
Terminal staff is helpful, competent and knowledgeable	8%	8%	18%	6%	5%	4%	3%	0%	4%	5%	6%	11%
Terminals are clean and well maintained	8%	13%	13%	2%	2%	2%	0%	0%	1%	3%	8%	7%
Bathrooms on the ferries are clean and well maintained	7%	9%	16%	1%	7%	3%	4%	0%	2%	4%	7%	5%
Vehicle loading crew is friendly, courteous and polite	7%	9%	9%	7%	3%	10%	7%	1%	5%	7%	10%	6%
Vehicle unloading procedures are efficient	6%	9%	7%	5%	4%	7%	4%	0%	7%	4%	9%	11%
WSF makes buying tickets easy and quick	6%	5%	1%	0%	3%	23%	7%	28%	4%	4%	5%	2%
Vessels are well maintained and safe	5%	6%	8%	1%	6%	5%	3%	0%	6%	2%	9%	3%
Vehicle unloading crew provide clear direction/hand signals	5%	5%	6%	3%	2%	7%	2%	1%	6%	5%	6%	7%
Ferry passenger seating areas are clean/comfortable	4%	3%	15%	1%	3%	2%	1%	0%	2%	1%	6%	7%
Vessel crew is helpful, competent, knowledgeable	4%	1%	5%	0%	3%	6%	7%	0%	4%	4%	3%	5%
Toll booth staff is friendly, courteous and polite	4%	5%	6%	2%	2%	4%	4%	0%	4%	3%	4%	2%
Vehicle unloading crew is friendly, courteous and polite	4%	4%	4%	3%	1%	6%	3%	0%	3%	4%	4%	3%
Vessel crew is friendly, courteous and polite	3%	3%	2%	4%	3%	4%	9%	0%	3%	4%	4%	5%

* Color Code: Light (10-19%), Medium (20-29%), Heavy (>30%) Dissatisfaction

Dissatisfied Riders – Dissatisfaction by Attribute



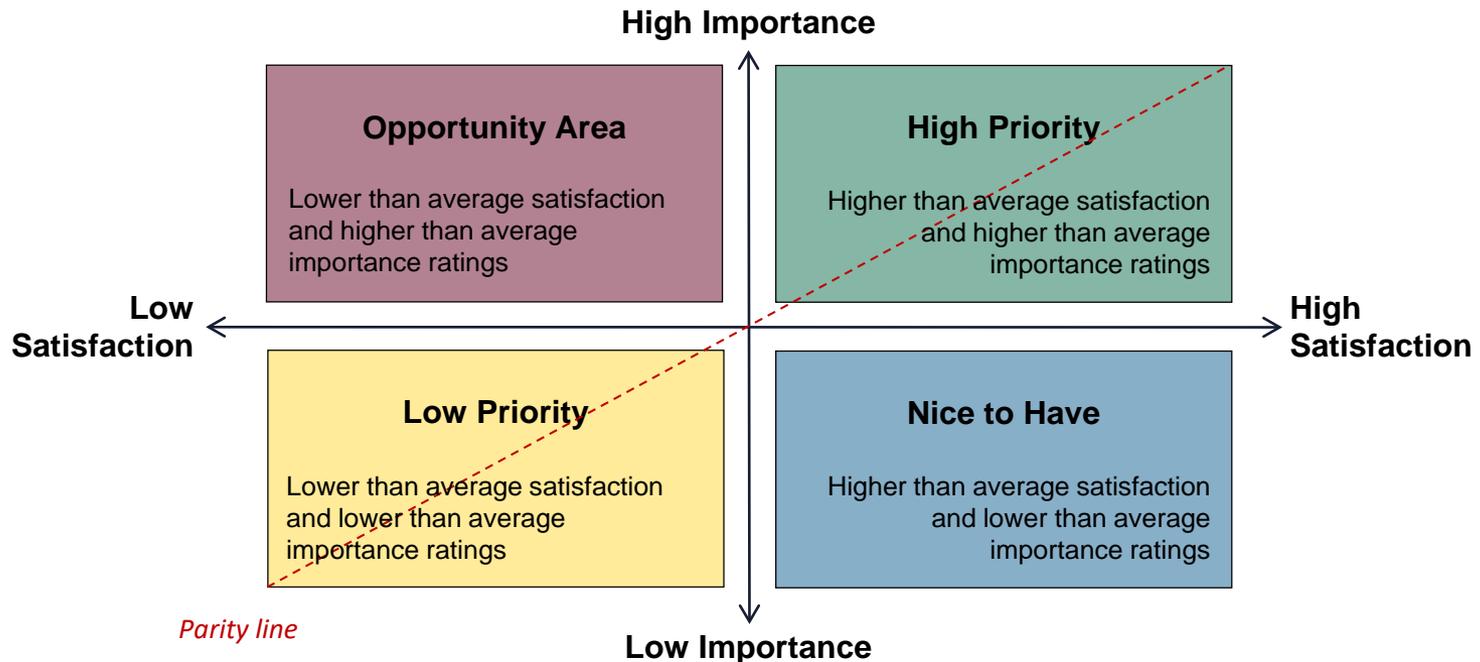
As expected, riders who are dissatisfied overall have higher dissatisfaction levels on every individual attribute. By far, dissatisfied riders are most unhappy with parking availability.

	■ Very Dissatisfied ■ Somewhat Dissatisfied		Dissatisfaction		
			Dissat Riders	All Riders	Difference
Adequate parking near terminals (6)	26%	17%	43%	30%	+13
Terminal bathrooms clean (4)	16%	15%	31%	20%	+11
Efficiently processes vehicles (12)	14%	10%	24%	12%	+12
Terminals are comfortable (2)	8%	17%	25%	17%	+8
Loading procedures efficient (14)	10%	13%	23%	10%	+13
Loading crews provide clear directions (16)	10%	12%	22%	13%	+9
WSF and transit schedules coordinated (5)	10%	13%	23%	13%	+10
Passenger loading efficient (8)	8%	13%	21%	10%	+11
Loads ferries to capacity (15)	11%	9%	20%	10%	+11
Easy loading/ unloading for walk-on (7)	9%	11%	20%	9%	+10
Passenger unloading efficient (9)	7%	10%	17%	8%	+9
Vehicle loading crew is friendly (13)	6%	10%	16%	7%	+9
Terminal staff is helpful (3)	8%	8%	16%	8%	+8
Ferry bathrooms are clean (21)	5%	9%	14%	7%	+7
Buying tickets easy and quick (11)	9%	5%	14%	6%	+8
Unloading procedures efficient (18)	7%	6%	13%	6%	+7
Terminals are clean (1)	5%	8%	13%	8%	+5
Unloading crews provide clear directions (19)	6%	5%	11%	5%	+6
Passenger seating areas are clean (20)	4%	7%	11%	4%	+7
Vessels are well maintained (22)	4%	6%	10%	5%	+5
Vessel crew is helpful (24)	4%	6%	10%	4%	+6
Toll booth staff is friendly (10)	4%	5%	9%	4%	+5
Unloading crew is friendly (17)	4%	5%	9%	4%	+5
Vessel crew is friendly (23)	4%	4%	8%	3%	+5

Gap Analysis



- ❖ The following slides present quadrant charts comparing the relative satisfaction for each ferry attribute to the relative importance of that attribute.
 - The two sample sizes shown on each chart represent the maximum and minimum number of riders rating any given attribute, due to embedded skip logic.
- ❖ Each quad chart consists of four quadrants:
 - Opportunity area (red) | High priority (green) | Nice to have (blue) | Low priority (yellow)
- ❖ Each quad chart is also overlaid with a parity line.
 - The parity line represents where importance and satisfaction are equal, and identifies the ferry attributes with the greatest disparity between satisfaction and importance.
- ❖ Attributes considered important, but with low satisfaction (performance), are opportunity areas for WSF. Increasing awareness of these important attributes may help promote more positive impressions of the ferry system, and boost overall satisfaction.



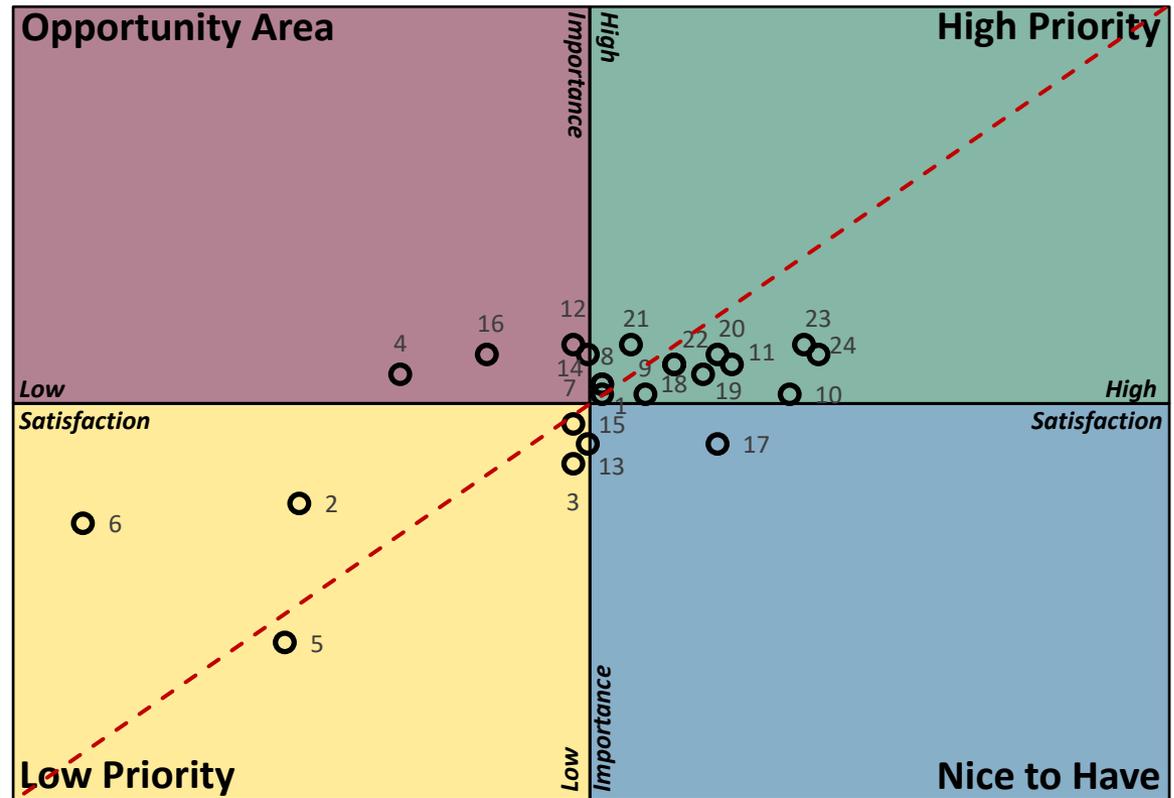
Gap Analysis: Overall - 2017



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

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

Satisfaction vs. Importance Ratings (n=1,246-3,043)



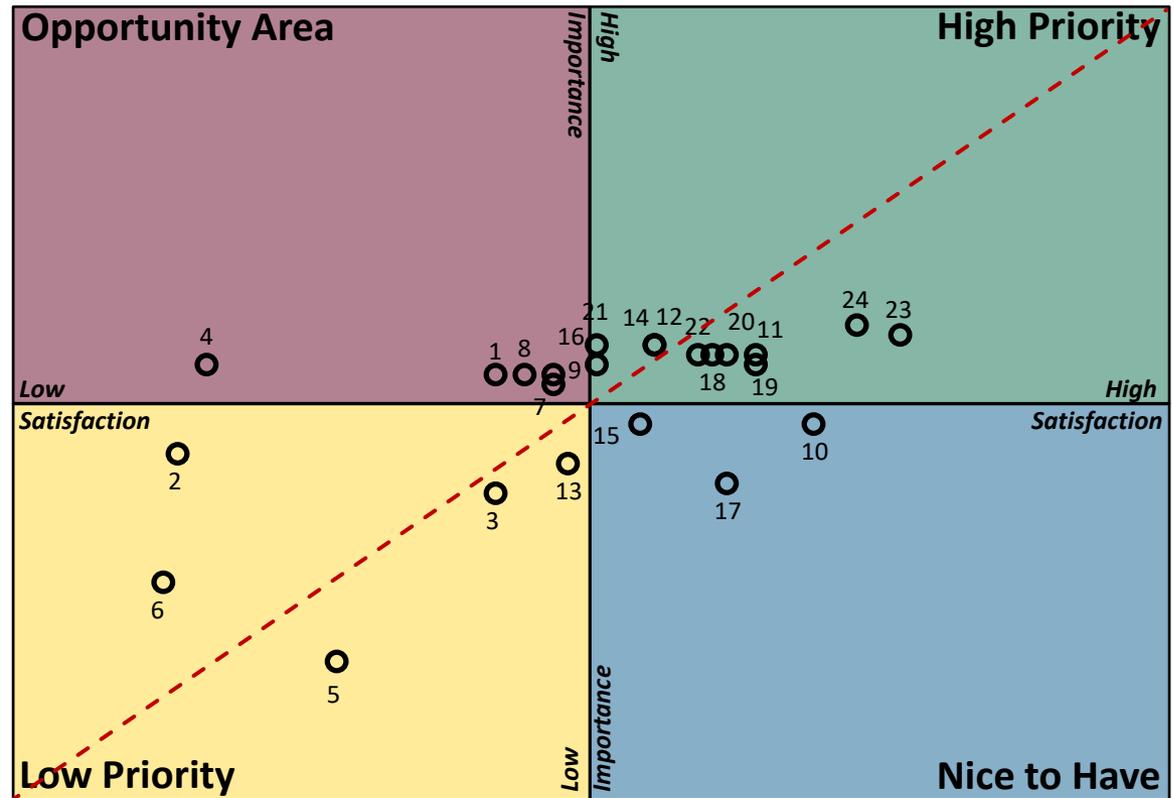
Gap Analysis: Seattle/Bainbridge - 2017



Seattle/Bainbridge Opportunity Areas: Terminal bathroom cleanliness (4) is the biggest opportunity area. Terminal comfort (2) and adequate parking near terminals (6) 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=195-530)



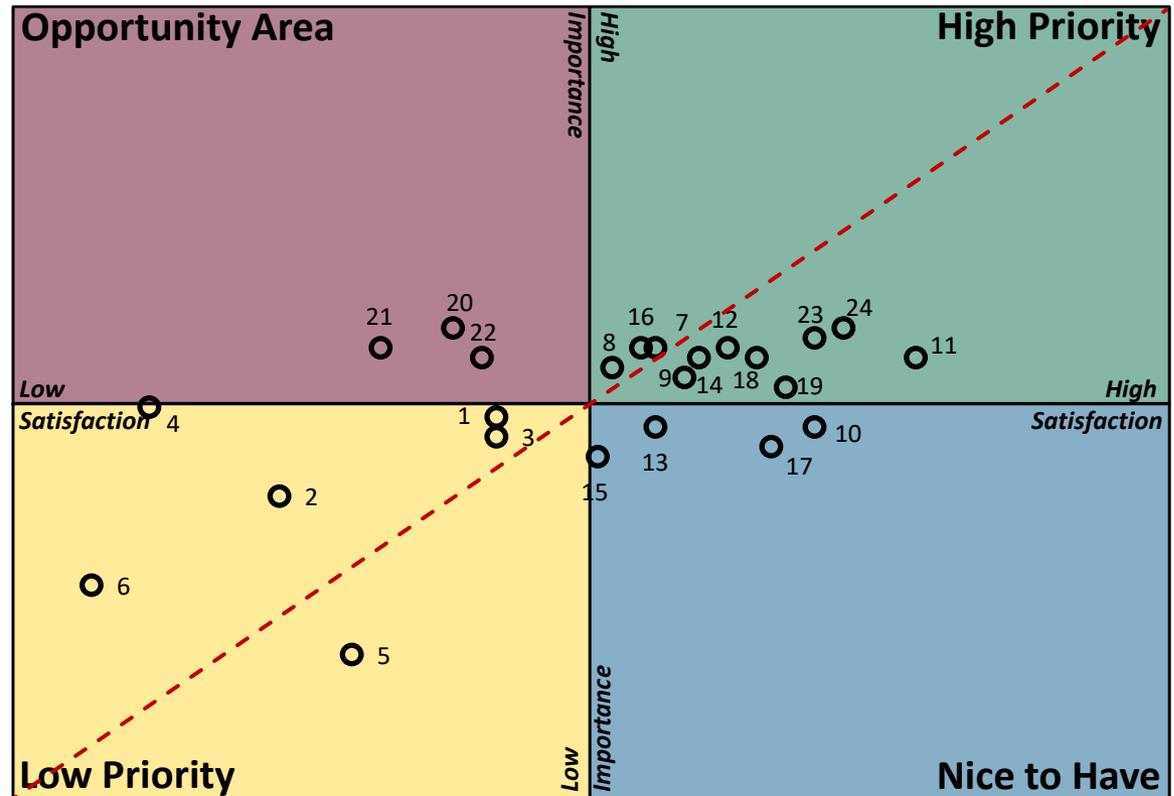
Gap Analysis: Seattle/Bremerton - 2017



Seattle/Bremerton Opportunity Areas: Terminal bathroom cleanliness (4) is by far the key opportunity area. Ferry bathrooms(21), vessel maintenance (22), and cleanliness of seating areas (20) are also opportunity areas to improve. Adequate parking near terminals (6) and terminal comfort (2) are lower priority, but still 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=98-199)



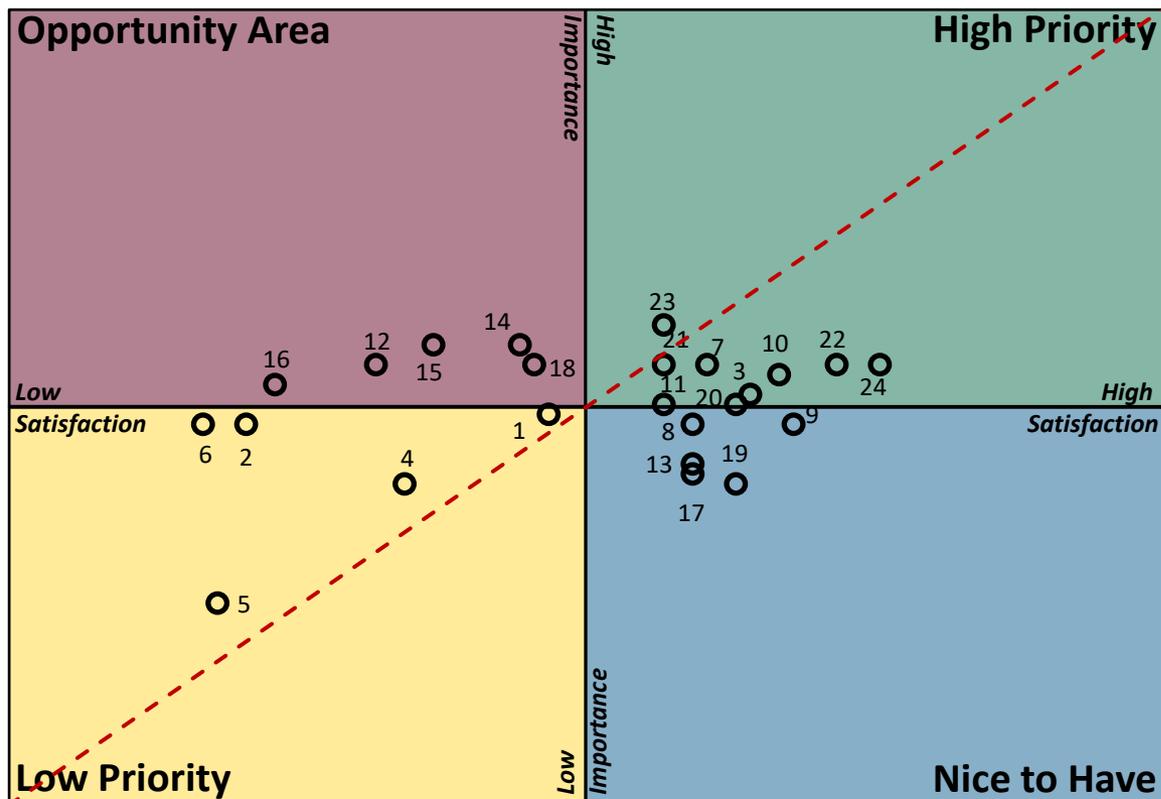
Gap Analysis: Pt. Defiance/Tahlequah - 2017



Pt. Defiance/Tahlequah Opportunity Areas: Providing clear loading instructions (16) and efficiently processes vehicles (12) are the biggest opportunities for improvement. Adequate parking near terminals (6) and terminals are comfortable (2) are also opportunity areas.

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=24-43)



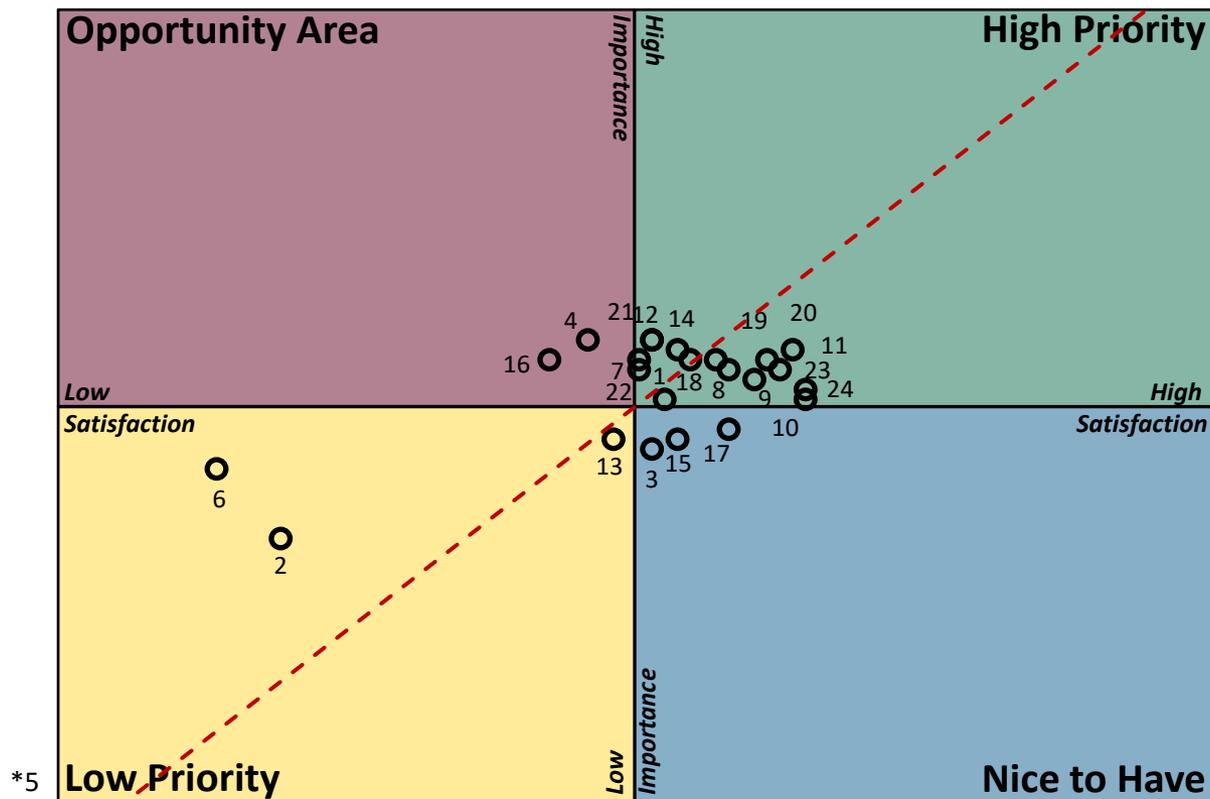
Gap Analysis: Edmonds/Kingston - 2017



Edmonds/Kingston Opportunity Areas: Parking availability (6) and terminals are comfortable (2) are not the highest priority to riders, but are underperforming by a large margin. Clarity of loading crew instructions (16) and cleanliness of terminal bathrooms (4) are an 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=109-291)



* 5 is outside of displayed graph area.

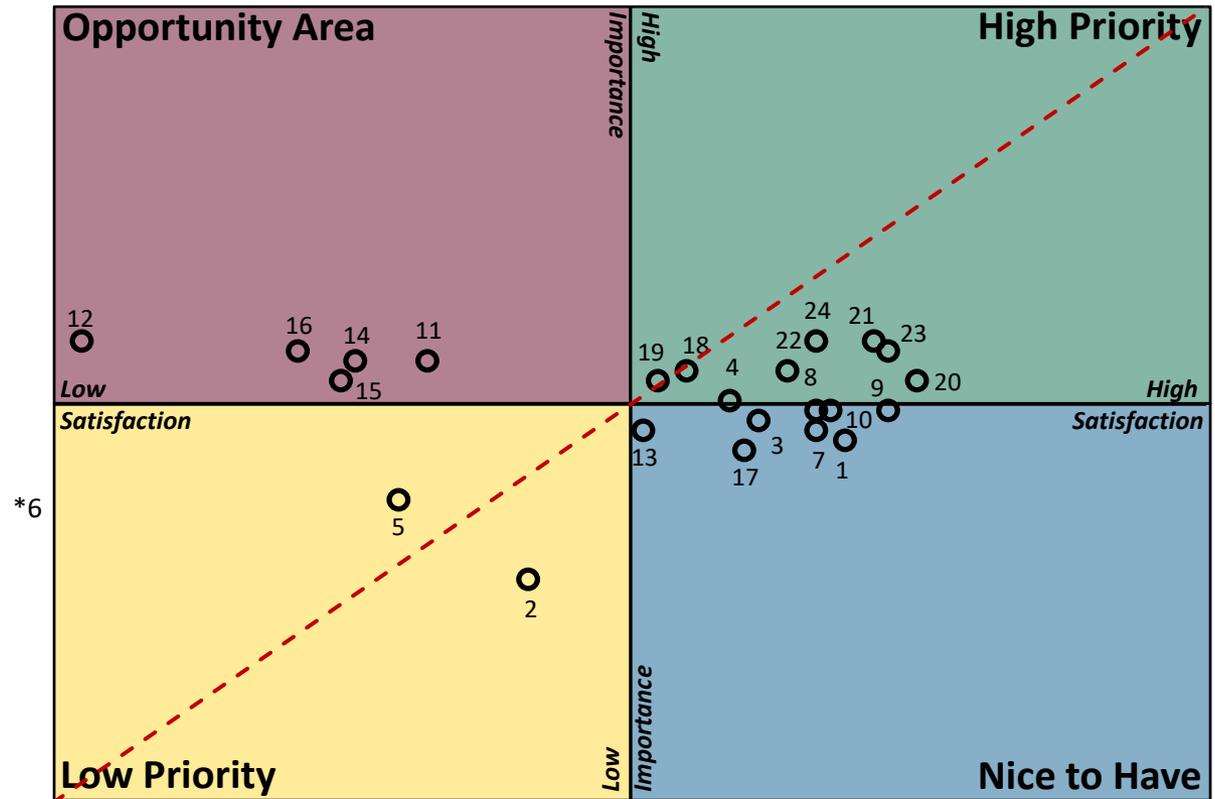
Gap Analysis: Fauntleroy/Vashon - 2017



Fauntleroy/Vashon Opportunity Areas: Efficiency of processing vehicles (12), loading crew's directions (16), loading ferries to capacity (15), loading procedures efficient (14), and buying tickets easy and quick (11) are the biggest opportunity areas. Adequate parking near terminal (6) and coordination with transit schedules (5) 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=98-197)



* 6 is outside of displayed graph area.

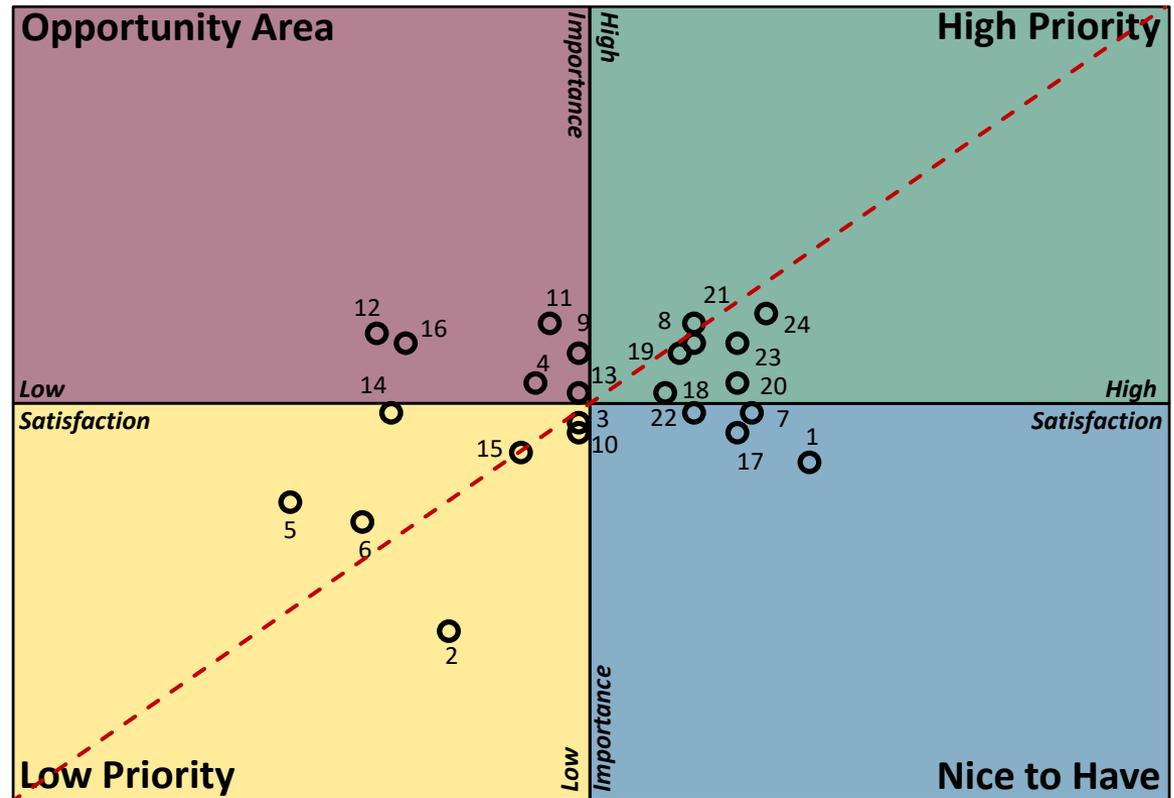
Gap Analysis: Fauntleroy/Southworth - 2017



Fauntleroy/Southworth Opportunity Areas: Efficiency of processing vehicles (12) and loading crews providing clear directions (16) are the key opportunity areas, followed by efficiency of loading procedures (14). While not a high priority, WSF/transit schedule coordination (5) and parking availability (6) 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=54-95)



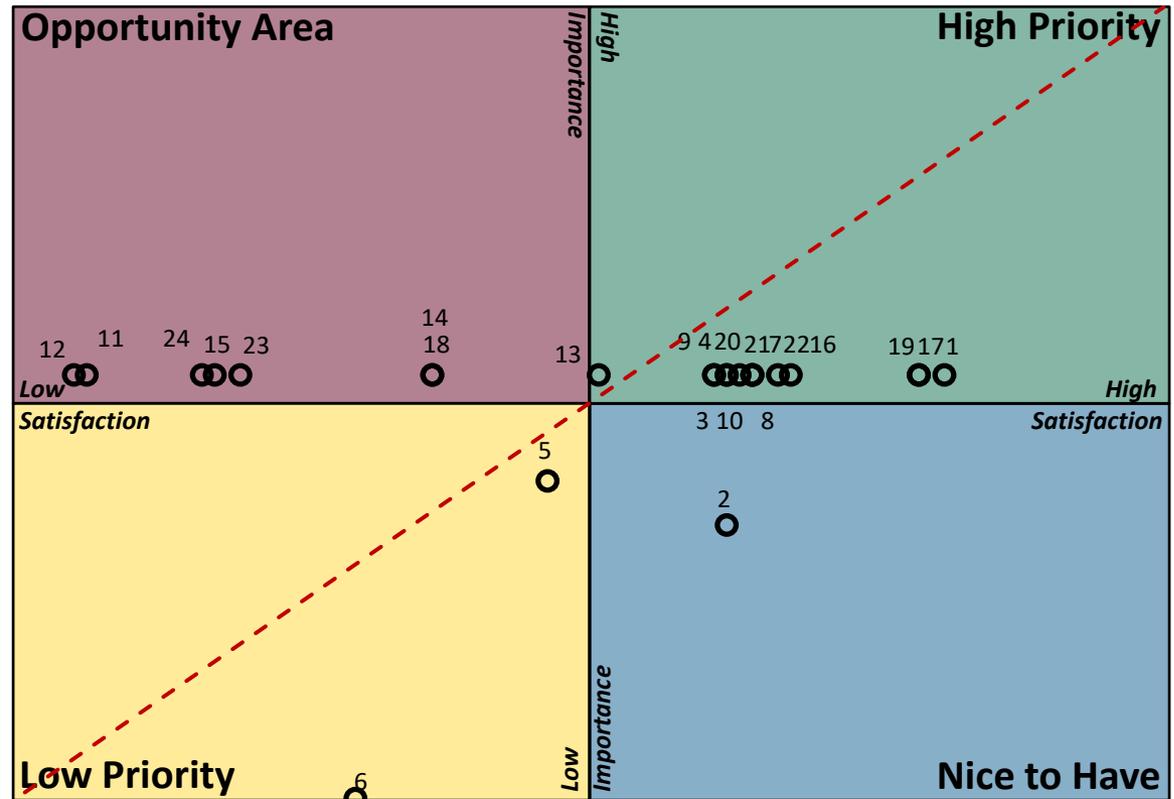
Gap Analysis: Southworth/Vashon - 2017



Southworth/Vashon Opportunity Areas: Sample sizes are extremely small for this route. Efficiently processing vehicles (12) and buying tickets easy and quick (11) appear to be the key opportunity areas.

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=5-9)



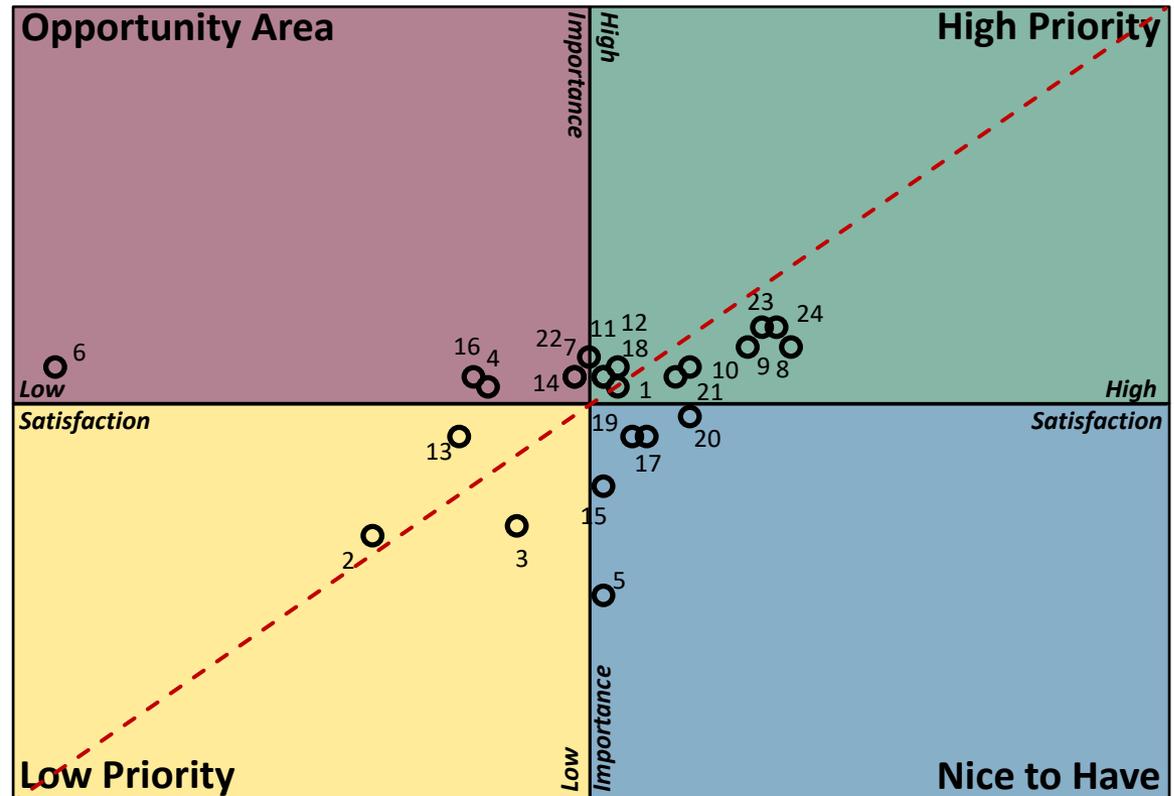
Gap Analysis: Coupeville/Pt. Townsend - 2017



Coupeville/Pt. Townsend Opportunity Areas: Adequate parking near terminal (6), loading crews provide clear directions (16) and terminal bathroom cleanliness (4) are the key opportunity areas. Terminals are comfortable (2) and vehicle loading crew is friendly (13) are not a high priority, but 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=52-148)

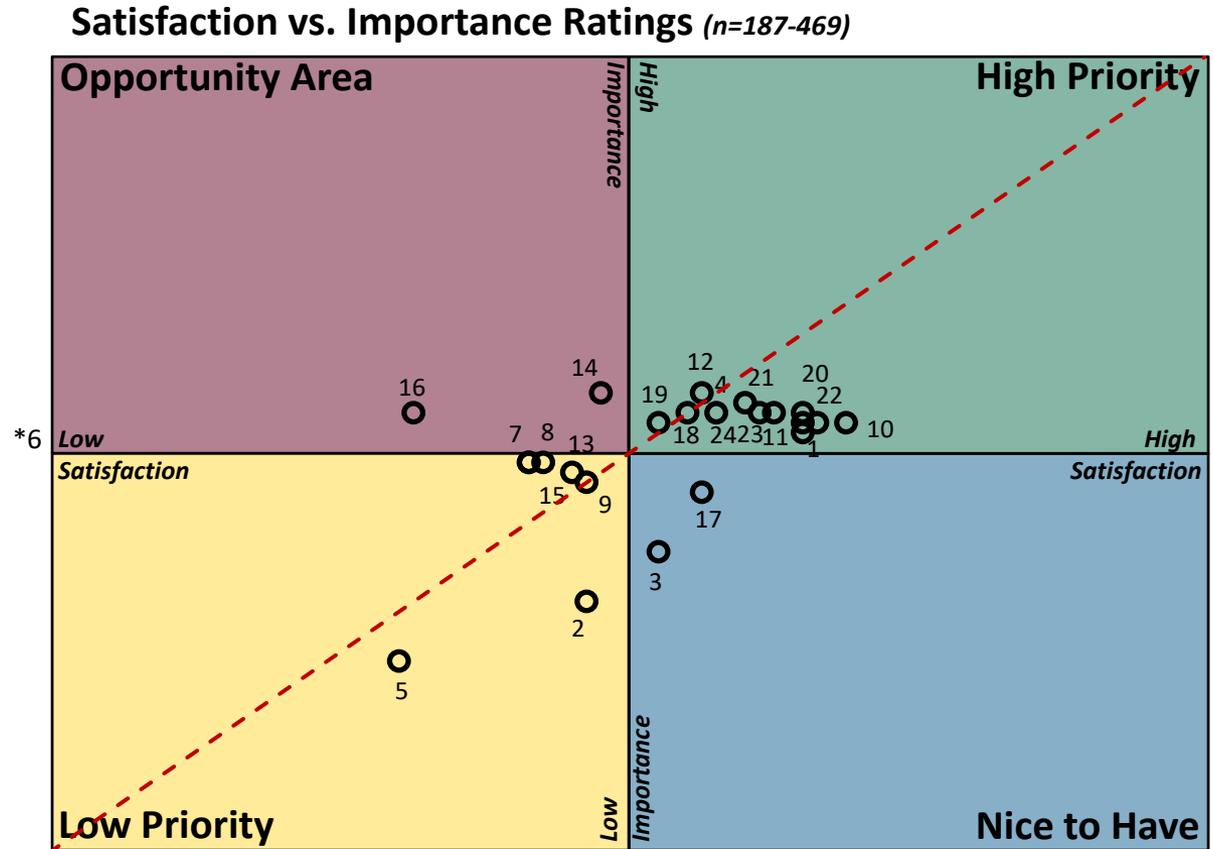


Gap Analysis: Mukilteo/Clinton - 2017



Mukilteo/Clinton Opportunity Areas: Adequate parking near terminals (6) and loading crews providing clear directions (16) are the key opportunity areas. While not considered as high of a priority, ease of loading and unloading (7) and passenger loading efficiency (8) 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



* 6 is outside of displayed graph area.

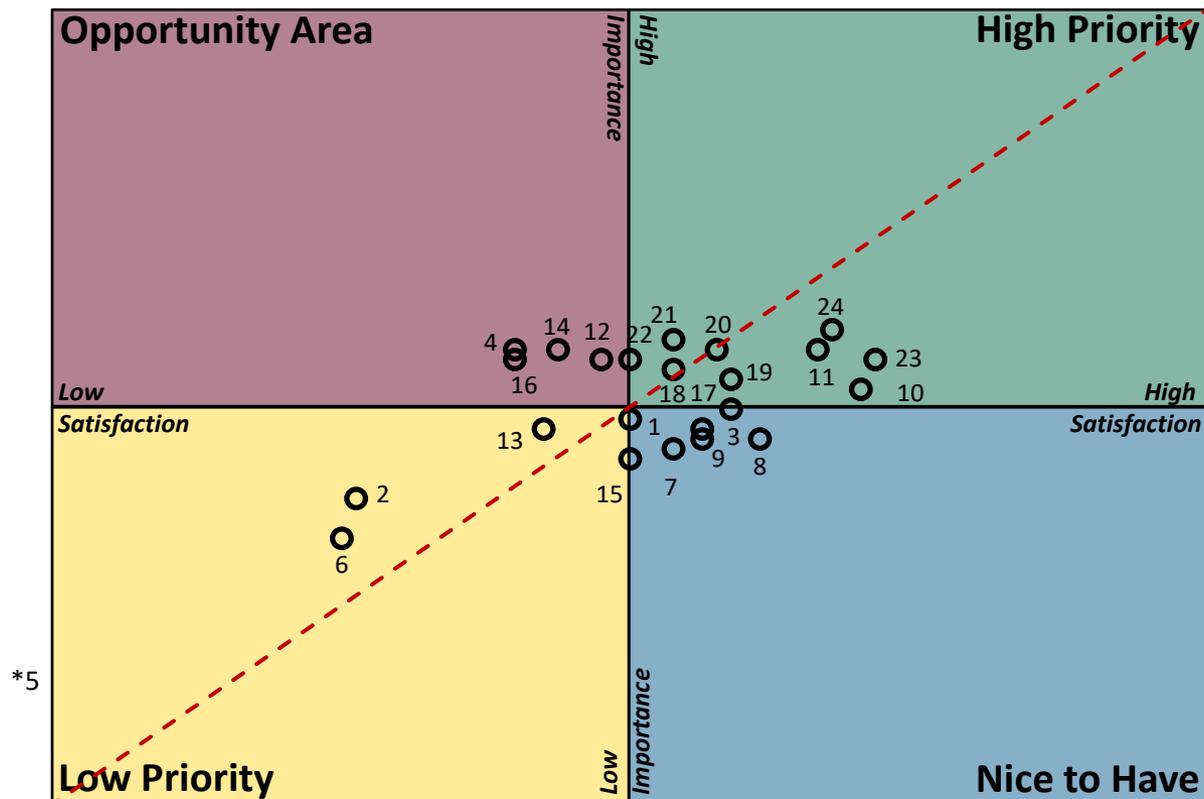
Gap Analysis: Anacortes/San Juan Islands - 2017



Anacortes/San Juan Islands Opportunity Areas: Terminal bathrooms clean (4) and loading crews provide clear directions (16) are the key opportunity area, followed by efficiency of loading procedures (14). Of lesser importance but still underperforming are transit schedule coordination (5), terminal comfortability (2) and adequate terminal parking (6).

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=389-1,002)



* 5 is outside of displayed graph area.

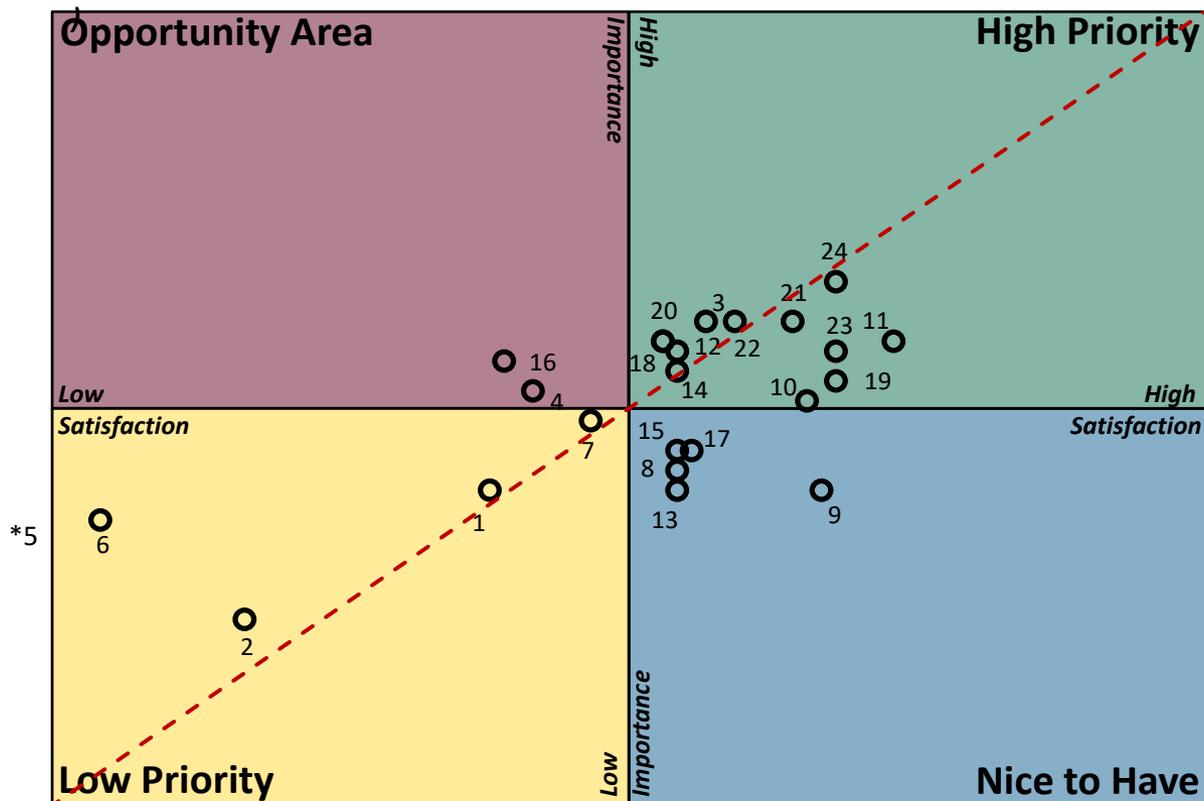
Gap Analysis: San Juan Interisland - 2017



San Juan Interisland Opportunity Areas: Clear loading crew directions (16) and terminal bathroom cleanliness (4) are the biggest opportunity areas followed by adequate parking near terminal (6).

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=35-60)



* 5 is outside of displayed graph area.

Terminals Clean and Well Maintained



Dissatisfaction is highest for Seattle/Bremerton (13%) and Seattle/Bainbridge (13%) followed by Anacortes/San Juan (8%).*

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		1971	469	175	28	167	149	62	6	112	277	488	38
The terminals are clean and well maintained	Imp. (4-5)	92%	95%	88%	91%	91%	87%	85%	100%	87%	94%	89%	79%
	Sat. (4-5)	73%	64%	62%	73%	79%	83%	92%	100%	84%	87%	70%	64%
	Dissat. (1-2)	8%	13%	13%	2%	2%	2%	0%	0%	1%	3%	8%	7%
2016	Dissat.	7%	11%	13%	3%	3%	2%	2%	11%	2%	2%	9%	5%
Change	Dissat.	+1	+2	--	-1	-1	--	-2	-11	-1	+1	-1	+2

**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	82%	Seattle - Homeless camped in stalls. Floors dirty and whole facility smelled.	
Bainbridge	9%	Seattle - All of the seats are falling apart. The homeless are everywhere. You have to walk through a cloud of smoke when entering or exiting the terminal. The stupid gates that are up saying this area is for ticketed passengers only do not help. Really the entire terminal should be for ticketed passengers only. Than Bainbridge. I don't feel that either terminal could be described as clean.	
Anacortes	8%	Seattle - A sink has been out of order for months, there is frequently no toilet paper in the stalls, and spills had not been cleaned up	
Bremerton	7%	Bremerton - trash everywhere.	
Fauntleroy	5%	Bainbridge - Ramp carpeting has never been cleaned or replaced in the 10 years I have lived here. It's dirty, stained, smelly and gross. Not a good impression for the keystone terminal from Seattle to the island or peninsula. Fauntleroy - It was freezing cold, the benches are extremely uncomfortable, there is no hot water, no paper towels and I was miserable waiting there.	
Attribute Key Code - 1 Overall Gap Analysis: High Priority Area		Anacortes - Is so beaten up. There is no way to keep a building in that kind of condition clean. The Anacortes terminal is seriously out of date and the surfaces are either poor quality or worn out. The terminal is undersized and over used. Permanent signs and notices are written on paper and taped up! When I walk off the ferry and into the dark terminal I feel as though I've crossed into a third world country.	

The Terminals are Comfortable



Dissatisfaction is highest for Seattle/Bremerton (26%) followed by Seattle/Bainbridge (22%) and Anacortes/San Juan Islands (18%).*

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		1971	469	175	28	167	149	62	6	112	277	488	38
The terminals are comfortable (seating, temperature, etc.)	Imp. (4-5)	81%	87%	80%	90%	77%	73%	68%	83%	77%	77%	81%	66%
	Sat. (4-5)	52%	42%	47%	52%	49%	61%	67%	83%	66%	72%	51%	47%
	Dissat. (1-2)	17%	22%	26%	18%	16%	11%	7%	0%	2%	8%	18%	10%
2016	Dissat.	17%	21%	20%	15%	14%	13%	15%	43%	6%	6%	24%	24%
Change	Dissat.	--	+1	+6	+3	+2	-2	-8	-43	-4	+2	-6	-14

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

Top 5 Unsatisfactory Terminals	
Seattle	59%
Bainbridge	14%
Kingston	11%
Fauntleroy	8%
Vashon	7%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle - Inadequate seating. Poor temperature control.	
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 - "Temperature varies wildly from day to day based on ambient temps. Lots of transients in and around terminal. New ad hoc 'ticketed passengers only' section is haphazard. Doors past the turnstiles continually open and close leading to confusion about when it's safe to board (those 'holding the line' between the turnstiles and the door can't see the electronic reader board)"	
Bainbridge - Both Seattle and Bainbridge are cold, unwelcoming and just all concrete. Blech. Very utilitarian without any visual or physical warmth. Also huge lack of seating primarily in Seattle.	
Kingston - Kingston is horribly cold, seating is terrible while waiting, and the bathroom. Is distant shabby and cold. Edmonds is better but seating is uncomfortable and so much glass is broken.	
Fauntleroy - Fauntleroy is in need of a major upgrade. The waiting area is small, cramped and uncomfortable. When the ferries are late and you are standing outside in the sheltered area is cold and windy.	
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.	
Fauntleroy - There's nothing comfortable about these ferry terminals. All seating surfaces are hard and not even remotely ergonomic, the terminal buildings are small, and walk-ons have to use the car ramp to load/unload.	

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

Terminal Staff Helpful, Competent, Knowledgeable



Dissatisfaction is highest for Seattle/Bremerton (18%).*

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		1971	469	175	28	167	149	62	6	112	277	488	38
Terminal staff is helpful, competent and knowledgeable	Imp. (4-5)	85%	83%	86%	93%	86%	89%	89%	100%	78%	82%	90%	96%
	Sat. (4-5)	71%	64%	62%	87%	78%	77%	76%	83%	76%	77%	77%	81%
	Dissat. (1-2)	8%	8%	18%	6%	5%	4%	3%	0%	4%	5%	6%	11%
2016	Dissat.	8%	9%	14%	5%	5%	6%	12%	11%	4%	6%	7%	0%
Change	Dissat.	--	-1	+4	+1	--	-2	-9	-11	--	-1	-1	+11

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

Top 5 Unsatisfactory Terminals	
Seattle	63%
Mukilteo	7%
Fauntleroy	7%
Anacortes	6%
Bainbridge	5%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Especially the Seattle tarmac, there are workers who are often very grumpy, frequently yelling in angry tones to inexperienced ferry car riders. In the Seattle terminal, there is a female employee who seems to have a mean streak.
Seattle - Attitude is poor to bad, short tempered, tend to be rude and ignore people at the window.
Seattle - 9 out of 10 are rude at best. Not helpful, expect everyone to know how this works.
Port Townsend - staff seem annoyed that passengers are a hassle and are rather unfriendly and unhelpful or bored with their jobs and do not want to be bothered.
Fauntleroy - They were unhelpful in responding to our requests to keep the terminal building open during a delay. The folks in the terminal were struggling to figure out what to do and the staff was not able or willing to help (mostly seemed concerned that their workday was over and they would need to request overtime to stay and hold the terminal open for us, even though we were stranded. (Check issue on January 25th, I believe.)
Edmonds - The elderly man working the pm shift on 5/4 is in need of customer service training. Myself and several other commuters have been regular recipient's of his bad attitude and lack of patience
Anacortes - Generally curt and I usually feel like its an imposition to ask any question. Don't even get a response to 'good afternoon.' On Shaw, completely different. Very friendly and helpful.

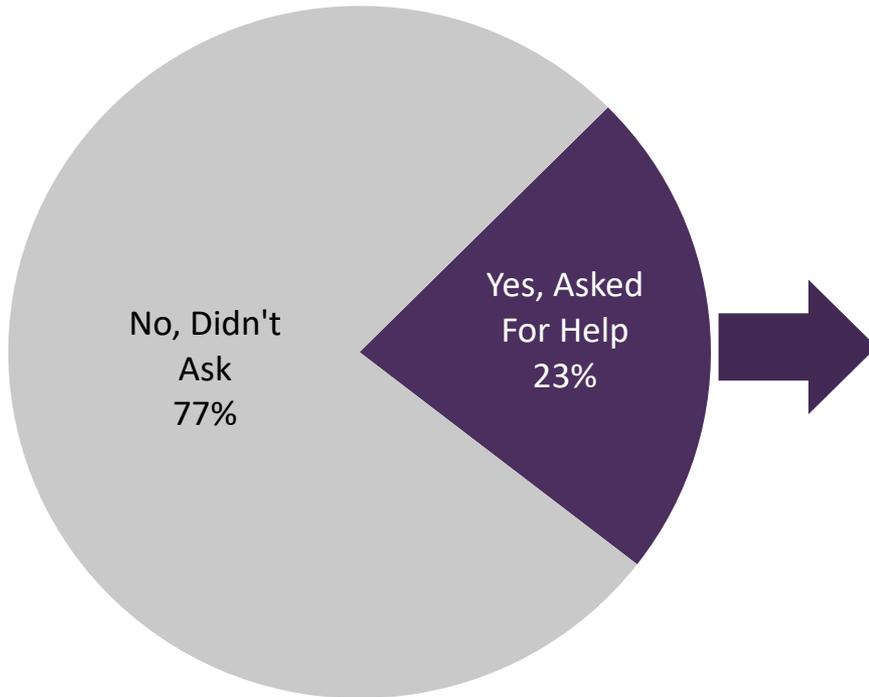
Attribute Key Code - 3
Overall Gap Analysis:
Low Priority Area

Help/Assistance From Terminal Staff

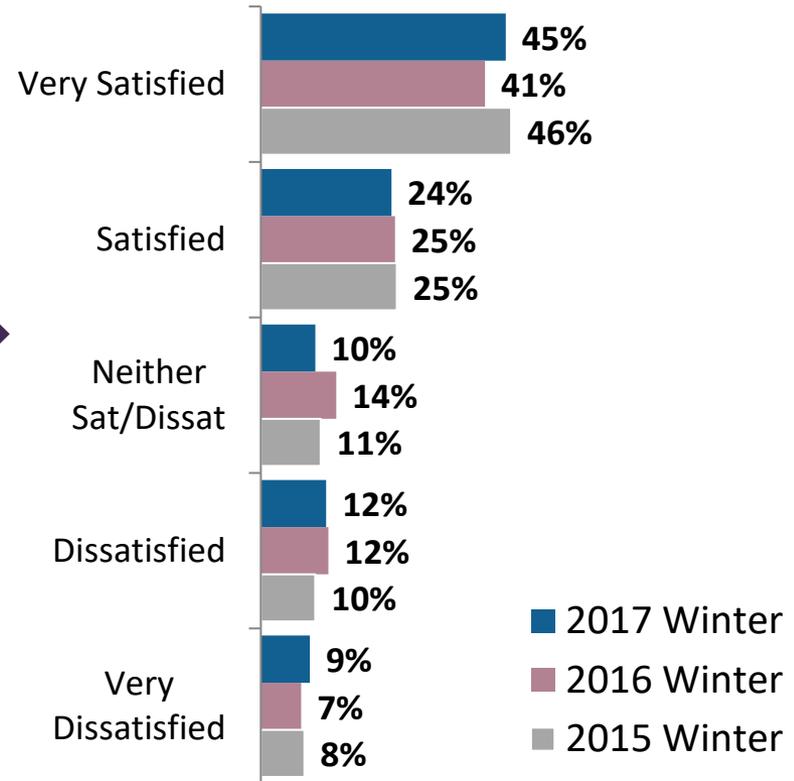


About one in four riders have asked the terminal staff for help (24%) and most (69%) say they are satisfied with the assistance they received. Just one in five (21%) were dissatisfied with the terminal staff performance.

Asked WSF Terminal Staff For Help/Assistance



Satisfaction With WSF Terminal Staff Help/Assistance (n=482 / 449 / 583)



Q100. Did you specifically ask a WSF terminal staff member for help/assistance during the Winter period (January 8th through April 1st 2017)?

Q101. 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 (35%) followed by Seattle/Bainbridge (30%) and Point Defiance/Tahlequah (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		1971	469	175	28	167	149	62	6	112	277	488	38
The bathrooms in the terminals are clean and well maintained	Imp. (4-5)	94%	96%	89%	84%	95%	91%	93%	100%	92%	96%	95%	89%
	Sat. (4-5)	59%	44%	38%	63%	70%	75%	73%	83%	74%	81%	62%	67%
	Dissat. (1-2)	20%	30%	35%	20%	13%	7%	6%	0%	5%	8%	15%	12%
2016	Dissat.	20%	29%	34%	20%	13%	6%	2%	0%	17%	10%	14%	16%
Change	Dissat.	--	+1	+1	--	--	+1	+4	--	-12	-2	+1	-4

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

Top 5 Unsatisfactory Terminals	
Seattle	74%
Bremerton	8%
Anacortes	6%
Point Defiance	5%
Bainbridge	5%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - Actually the bathroom behind the ticket sellers is OK. The other bathroom on that level is scary as is the one on the auto level -- not well maintained and not clean.
Seattle - Bathrooms are disgusting. Always filthy. Homeless people hanging out. No paper towels, only air dryers.
Seattle - Bathrooms need to be updated/replaced and/or cleaned more regularly, and monitored for people camping out in there, especially the ones closer to the ticket lines. One night I observed what appeared to be blood/vomit on the floor leaking out from one of the stalls (the stall was vacant at the time). I don't use the restrooms in the terminal if possible.
Seattle - Homeless people keep making a mess of the bathrooms and everything feels grimy and dirty. I don't want to touch anything in there.
Anacortes - floors have dirt build up around the edges due to 'cleaning up the middle with a mop' and the middle was STICKY. I did not want to touch anything and would never have set anything on the floor but my feet.
Edmonds - This bathroom hasn't been updated in at least 10 years. It is dark, smelly, has no proper soap or mirrors, and the stalls are dismal.
Faultleroy - The bathrooms are danker and dirtier than most public restrooms in the Seattle area.

Attribute Key Code - 4
Overall Gap Analysis:
Opportunity Area

Sailing Schedule Coordinated w/Transit



Dissatisfaction is highest for Anacortes/San Juan Island (36%) followed by Edmonds/Kingston (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		1573	446	163	24	152	131	49	6	55	236	274	37
WSF sailing schedule is adequately coordinated with transit services available at the terminal	Imp. (4-5)	67%	66%	64%	72%	49%	81%	81%	88%	71%	71%	68%	76%
	Sat. (4-5)	51%	53%	52%	50%	39%	52%	56%	69%	82%	59%	28%	28%
	Dissat. (1-2)	13%	10%	13%	23%	19%	13%	18%	0%	2%	6%	36%	44%
2016	Dissat.	15%	14%	17%	19%	13%	19%	21%	27%	2%	12%	35%	23%
Change	Dissat.	-2	-4	-4	+4	+6	-6	-3	-27	--	-6	+1	+21

*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	32%	Seattle - Ferry frequently run very late and you have to wait for bus in cold and rain. There aren't enough buses or routes near the ferry without walking uphill, which I can't do anymore. The 62 at Marion and first is only bus near ferry where you don't have to climb steep hill
Edmonds	14%	Seattle - Metro bus schedule is poorly matched up to the ferry schedule at stops within 5 blocks of the Seattle ferry terminal.
Anacortes	13%	Seattle - The sailing times coming from Seattle back to Bremerton don't coordinate well for commuters many years ago the scheduling for commuters was much better that there was like 4:20, 5:10 and like a 6:25 pm sailings the schedule now in place especially the 6:45 run is just crazy.
Fauntleroy	11%	Edmonds - "The community transit buses are often late arriving at the terminal for the commute back to Kitsap due to traffic issues in downtown Edmonds, especially in the Summer when people and tourist are out in mass. A few times, the ferry has arrived late to the Edmonds terminal in the morning and I have missed either the bus or worse yet the Sounder commuter train! There are not many Sounders scheduled"
Bremerton	10%	Fauntleroy - The rapid ride is not in sync with the ferry schedule which makes it frustrating. The bus either comes to late or to early.

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

Adequate Parking Near Terminals



Dissatisfaction is highest for Mukilteo/Clinton (58%) and Fauntleroy/Vashon (45%) followed by Edmond/Kingston (25%) and Seattle/Bremerton (24%).*

Ratings on a 5 point scale (1=low, 5=high)		TOTAL	SEA/ BAIN	SEA/ BRE	PTD/ TAH	EDM/ KIN	FAU/ VAS	FAU/ SOU	SOU/ VAS	PTT/ COU	MUK/ CLI	ANA/ SJI	INTER SJI
Respondents		1573	446	163	24	152	131	49	6	55	236	274	37
There is adequate parking near the terminals	Imp. (4-5)	79%	74%	71%	90%	84%	81%	79%	52%	94%	93%	77%	76%
	Sat. (4-5)	37%	41%	34%	49%	44%	24%	61%	54%	44%	22%	50%	37%
	Dissat. (1-2)	30%	19%	24%	34%	25%	45%	17%	46%	43%	58%	20%	10%
2016	Dissat.	31%	21%	25%	40%	31%	45%	33%	27%	17%	58%	15%	18%
Change	Dissat.	-1	-2	-1	-6	-6	--	-16	+19	+26	--	+5	-8

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

Top 5 Unsatisfactory Terminals	
Mukilteo	22%
Bainbridge	21%
Seattle	20%
Fauntleroy	16%
Vashon	11%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Clinton	- I generally get lucky and grab one by the dock, however, when its filled, the alternative is a drive around through Clinton to a lot above the dock. The walk back up the hill an eighth of a mile followed by the equivalent of three flights of stairs is rough on older passengers.
Mukilteo	- Parking in Mukilteo (so I can walk on boat, home) is almost non existent, City parking is \$\$\$\$ almost the cost of driving and located far from the boat, this will only get WORSE when the terminal moves, and I see NO plans to provide overnight parking in the plans. WSF has said repeatedly that they want people to WALK on the boat to reduce wear and extend life, however they are NOT providing anyway for the public to do that!
Seattle	- There is NO affordable nor convenient parking on the Seattle side. This becomes a huge problem in summer and holidays as drive on traffic has long delays, walk-ons do not.
Vashon	- Often people are parked illegally and nothing is done about it and very often if you want to walk on after 8am there is little to no parking available in the lots and you have to find a place in the neighborhood.
Bremerton	- Parking is often full, requiring one to park 4 or 5 blocks away.
Bainbridge	- Parking was full and had to wait for ferry arrival hope someone would pull out of a parking space and then run to catch ferry

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

Easy Loading/Unloading for Walk-on



Dissatisfaction is highest for Mukilteo/Clinton (14%) and Seattle/Bainbridge (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		1573	446	163	24	152	131	49	6	55	236	274	37
WSF provides easy loading and unloading for walk-on passengers	Imp. (4-5)	93%	94%	95%	96%	95%	88%	93%	100%	95%	91%	86%	86%
	Sat. (4-5)	73%	68%	73%	84%	77%	81%	87%	87%	81%	68%	73%	71%
	Dissat. (1-2)	9%	12%	8%	6%	4%	4%	2%	12%	4%	14%	6%	10%
2016	Dissat.	11%	13%	10%	0%	6%	5%	13%	14%	7%	19%	13%	11%
Change	Dissat.	-2	-1	-2	+6	-2	-1	-11	-2	-3	-5	-7	-1

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

Top 5 Unsatisfactory Terminals	
Seattle	47%
Bainbridge	31%
Mukilteo	17%
Clinton	13%
Bremerton	9%

Attribute Key Code - 7
Overall Gap Analysis:
High Priority Area

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Seattle - All of the construction has not helped. I see elderly passengers (my parents) struggle with the distances from parking area to ferry. The parking lot at BI is uneven so that is hard for people with disabilities to manage as well.
Seattle - Closing the gate 1/2 way at the boarding ramp is ridiculous. Causes a bottleneck that backs up into the terminal. There has to be a better way to count passengers boarding.
Clinton - "Early morning first run loading often requires customers to stand in the rain and other inclement weather conditions as the ferry launches on the east side of the dock away from the terminal. Pick options for persons with disability, handicap or injury must travel a sizable distance making this difficult for some."
Anacortes - Folks using the elevator are often stuck behind cars, and cannot get off until the cars get off. Usually at Anacortes, walk-ins unload using the overhead walk, However, on this sailing, we had to get off by the deck. We were told this only at the last minute, after the ferry had docked. Because the elevator is so slow and small, it takes many tens of minutes to get all the handicapped people down it.
Bainbridge - In the walk on covered bridge, people line up on the right side of the rope barrier. There is a long line. Then people start walking down the left side (where people would walk when leaving the ferry). Effectively they are cutting to the front of the line. It would be good if you stopped people doing this. People should just get in the line. Put a sign indicating that people should not walk down the left.

Passenger Loading Efficiency



Dissatisfaction is highest for Mukilteo/Clinton (16%) and Seattle/Bainbridge (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
Respondents		1573	446	163	24	152	131	49	6	55	236	274	37
WSF walk-on passenger loading procedures are efficient	Imp. (4-5)	93%	95%	93%	90%	95%	90%	97%	100%	96%	91%	87%	81%
	Sat. (4-5)	73%	66%	70%	83%	83%	81%	84%	82%	95%	68%	79%	77%
	Dissat. (1-2)	10%	14%	11%	11%	4%	4%	4%	0%	4%	16%	9%	6%
2016	Dissat.	11%	14%	14%	0%	1%	8%	6%	0%	5%	17%	8%	1%
Change	Dissat.	-1	--	-3	+11	+3	-4	-2	--	-1	-1	+1	+5

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

Top 5 Unsatisfactory Terminals	
Seattle	55%
Bainbridge	20%
Mukilteo	16%
Clinton	14%
Bremerton	11%

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

Seattle - Put a tennis umpire chair to let the staff member counting passengers to see everyone without having to close the gate part-way, or find another technology to better count boarding passengers (like the turnstiles!)

Seattle -narrowing the walkway so you can count passengers is so 18th century. There are already problems with keeping boats on time - maybe you can come up with a more modern counting method

Seattle - The practice of closing the gate half-way at the Seattle terminal (to presumably better count passengers) is inefficient and slow. There must be a better way.

Mukilteo - using walk on passengers as the only time control method (delay boarding until after) crowd the holding pen, which has a one way entrance turnstile. There is no communication that will be done until the cars are all disembarked, so walk on passengers have assume they're to board next. The holding area at Mukilteo is inadequate, to be improved by the theoretical future terminal that is not being built.

Clinton - Early morning first run loading often requires customers to stand in the rain and other inclement weather conditions as the ferry launches on the east side of the dock away from the terminal. Standing in blowing rain, sometimes snow, while awaiting permission to board the vessel is avoidable and unnecessary.

Bremerton - Line cutters! No one can walk down and put the little rope up?

Attribute Key Code - 8
Overall Gap Analysis:
High Priority Area

Passenger Unloading Efficiency



Dissatisfaction is low on all routes, except Anacortes/San Juan Islands (13%) and Seattle/Bainbridge (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		1573	446	163	24	152	131	49	6	55	236	274	37
WSF walk-on passenger unloading procedures are efficient	Imp. (4-5)	92%	95%	92%	90%	93%	90%	96%	100%	96%	89%	87%	79%
	Sat. (4-5)	76%	68%	75%	90%	86%	86%	76%	82%	92%	72%	75%	87%
	Dissat. (1-2)	8%	12%	7%	8%	1%	4%	1%	0%	3%	10%	13%	6%
2016	Dissat.	9%	12%	11%	0%	3%	4%	6%	14%	7%	12%	7%	0%
Change	Dissat.	-1	--	-4	+8	-2	--	-5	-14	-4	-2	+6	+6

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

Top 5 Unsatisfactory Terminals	
Seattle	50%
Bainbridge	39%
Mukilteo	13%
Clinton	12%
Bremerton	10%

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

Seattle - The turnstiles are not in the right place for large commuter runs. it is total chaos when the door open. the turnstiles should be back by the windows to purchase tickets and then we are all in a huge waiting room. That way when the doors open you just walk on the ferry. should be like the New York Subway system. Using a hand tally counter (invented in PT TOWNSEND) to figure out how many people are on the boat is ridiculous. we need to use modern technology to get an accurate count and not slow down per 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.

Seattle - I would like to see a 'fast walking lane' and a 'slow walking lane' so that passengers can unload more quickly and make their transit connections, while still allowing individuals to unload at their own comfortable pace.

Bainbridge - Passengers waiting to load on the next boat are allowed into the final section of walkway/tunnel, creating a bottleneck for disembarking passengers, especially during peak boats. This has been severe enough to make me miss bus connections.

Mukilteo - We use the car ramp and it is a little disorganized, more so at Mukilteo terminal and probably delays schedule

Clinton - Overcrowded and feels insufficient. No overhead loading causing the ferries to be late and a subsequent schedule change. Unacceptable. Overhead loading has been on the 'Long range Plan' for years, but never gets done. Currently planned for 2026! You're kidding, right? No overhead loading causing the ferries to be late and a subsequent schedule change. Unacceptable.

Attribute Key Code - 9
Overall Gap Analysis:
High Priority Area

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF toll booth staff is friendly, courteous and polite	Imp. (4-5)	92%	90%	87%	95%	92%	90%	88%	100%	93%	95%	92%	90%
	Sat. (4-5)	86%	86%	84%	89%	90%	82%	76%	85%	87%	88%	86%	88%
	Dissat. (1-2)	4%	5%	6%	2%	2%	4%	4%	0%	4%	3%	4%	2%
2016	Dissat.	3%	4%	2%	3%	2%	5%	6%	0%	7%	2%	4%	2%
Change	Dissat.	+1	+1	+4	-1	--	-1	-2	--	-3	+1	--	--

**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	40%	Seattle - Some toll booth staff do not respond to hello or thank you. Some insist on giving me the receipt even when I say I don't want one. Some are very chatty with some motorists even tho there is a long line of cars waiting -- this is most apparent in the pre-ticketed line where there are no payment transactions to make.	
Bainbridge	17%	Seattle - There is barely any hello, it is more what do you want, at times you will be stuck behind a car for 5 minutes. Why is the boat you will load on not visible anywhere.	
Fauntleroy	14%	Seattle - Seattle toll booth staff are rude, unfriendly, sullen. I do not expect (or want) toll booth staff to chat with riders but a smile, courtesy, willingness to respond efficiently (instead of often indicating that you are interrupting them and they are doing the rider a big favor to take their ticket). This is NOT true of toll booth staff on Bainbridge who are generally very courteous, friendly, AND efficient.	
Mukilteo	11%	Bainbridge -A guy with a heavy Russian type accent was incredibly rude to my family and friends when we came through. Very apparent he hated his job and didn't want to interact with customers. He said to me 'What is there to smile about??' when I told him to 'Smile, it's a nice day.' Very rude.	
Bremerton	8%	Fauntleroy - This is a joke, right? These folks are rude and don't process tickets quickly. They take their time and chit chat with drivers unnecessarily, allowing folks to miss the ferry. Ferry workers need to be more professional and realize that not everyone wants to miss a ferry simply because a worker wants to 'catch up' with someone.	

Attribute Key Code - 10
Overall Gap Analysis:
High Priority Area

Buying Tickets is Easy and Quick



Dissatisfaction is highest for Fauntleroy/Vashon (23%).*

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF makes buying tickets easy and quick	Imp. (4-5)	96%	97%	94%	92%	96%	95%	99%	100%	94%	96%	96%	94%
	Sat. (4-5)	81%	82%	91%	81%	89%	54%	74%	33%	83%	85%	83%	92%
	Dissat. (1-2)	6%	5%	1%	0%	3%	23%	7%	28%	4%	4%	5%	2%
2016	Dissat.	6%	4%	3%	14%	3%	15%	10%	9%	10%	3%	5%	3%
Change	Dissat.	--	+1	-2	-14	--	+8	-3	+19	-6	+1	--	-1

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

Top 5 Unsatisfactory Terminals	
Fauntleroy	45%
Seattle	20%
Mukilteo	10%
Edmonds	10%
Bainbridge	10%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Fauntleroy - I have had several times when ticket takers were slow to complete the transaction resulting in my not getting on a ferry, which left partially full. There have been times when for unexplained reasons, a car sat at the window for several minutes or in one case it sat there until the ferry had completely left the terminal partially full. there is no option for ticketed cars to drive around the ticket booth.
Fauntleroy - I missed ferries which were not full because people in front of me were buying tickets and I could not get past them.
Fauntleroy - Inadequate holding capacity on dock. Not enough riders buy ticket ahead of time. Two operating booths are not enough to process the remaining ferry capacity after dock has been emptied and ferry departure
Seattle - Never enough booths open at peak hours, only in non peak...this is absolute incompetence from a planning perspective. Plus, booth workers are glacially slow...haven't they done this thousands of times? It should be much more efficient. The McDonald's drive through puts the ferry toll booths to shame.
Mukilteo - Getting thru the toll booth should be super fast. I've been trapped behind chatting folks and missed ferries because of it. There should be kiosks on the ferries to allow folks to buy passes and tickets during the crossing so it doesn't suck up time at the toll booth.

Attribute Key Code - 11
Overall Gap Analysis:
High Priority Area

Efficiently Process Vehicles



Dissatisfaction is highest for Fauntleroy/Vashon (47%) followed by Anacortes/San Juan Islands (13%).*

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF efficiently processes vehicles through ticket lanes	Imp. (4-5)	97%	98%	95%	96%	97%	97%	98%	100%	93%	98%	95%	93%
	Sat. (4-5)	71%	75%	78%	61%	78%	30%	62%	32%	82%	80%	68%	77%
	Dissat. (1-2)	12%	10%	4%	11%	5%	47%	22%	57%	4%	7%	13%	3%
2016	Dissat.	11%	10%	5%	17%	6%	31%	18%	41%	5%	6%	18%	13%
Change	Dissat.	+1	--	-1	-6	-1	+16	+4	+16	-1	+1	-5	-10

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

Top 5 Unsatisfactory Terminals		Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Fauntleroy	49%	Fauntleroy - Best case, more lanes should be added at the Fauntleroy dock. Barring that, the shoulder on Fauntleroy Way should have added ferry signage to direct traffic, and should be made into a no-parking anytime lane at least up until Trenton St. Police Officers truly help loading and unloading efforts, but a ferry coordinated signal at the end of the dock would work even better.	
Seattle	22%	Fauntleroy - Boats leave partially empty, even though there is a long time because you can't get people through the booths fast enough. You have to force people to buy tickets ahead of time!	
Bainbridge	11%	Fauntleroy - Cars that already had their tickets used to be able to go through the bypass lane. Now we have to wait for people buying their tickets before we can get in a lane. This is very inefficient and causes ferries to leave not fully loaded which starts the backup of vehicles trying to get on the ferry.	
Mukilteo	8%	Seattle - Some ticket sellers are so much slower or maybe they are talking to drivers too much. But it makes being in the 'wrong lane' frustrating	
Anacortes	8%	Seattle - Ticket taker was so slow that we missed the 9 p.m. ferry. We were close to the time of boarding but had time to get on. We watched as other cars in other lanes finished more quickly. We did not..	
		Mukilteo - Should not shut down ticket lanes when there is still space in the staging area. Sitting in the backup lane wastes fuel and requires constant attention. Parked in the staging area allows trips to washroom or to Ivars.	

Attribute Key Code - 12
Overall Gap Analysis:
Opportunity Area

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF vehicle loading crew is friendly, courteous and polite	Imp. (4-5)	87%	86%	87%	85%	87%	88%	92%	100%	87%	90%	88%	79%
	Sat. (4-5)	72%	69%	73%	83%	75%	69%	76%	73%	72%	71%	64%	77%
	Dissat. (1-2)	7%	9%	9%	7%	3%	10%	7%	1%	5%	7%	10%	6%
2016	Dissat.	6%	5%	8%	10%	5%	7%	13%	12%	9%	5%	11%	4%
Change	Dissat.	+1	+4	+1	-3	-2	+3	-4	-11	-4	+2	-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	34%	Seattle - Seattle to Bainbridge 7:05am the load on directors are not giving very good directions. Not sure what is going on here- but one person in particular keeps their hands in their pockets and lackadaisically points only when frustrated that cars are not going the right way.
Bainbridge	18%	Seattle - Several crew members seem to be in a state of constant exasperation
Fauntleroy	17%	Bremerton - MONDAY AND TUESDAY CREW IS THE WORST!!! I arrive at the toll booth as early as 3:45am in order to be first on, first off. Meaning I'm in the front of row one. The older blonde/grey short hair lady who limps continually holds us as the cut off car and we are the LAST TO BE LET OFF!! I'm late to work EVERY Monday and Tuesday (unless she is off) Wed. - Fri. crew are great!
Mukilteo	15%	Fauntleroy Customers upset that boat is leaving empty. Crew on dock and inside were 'whatever, lodge a complaint'- didn't help people
Clinton	11%	Bainbridge -Dock crew was yelling at drivers, and not being clear. Boat deck crew ignore parking vehicles tightly and well except the last dozen or so cars.
		Mukilteo Loading crews are sometimes curt, dictatorial, and arbitrary in where they direct vehicles.
		Anacortes -Most crew members don't really engage. Seem to be preoccupied. But they're not outwardly friendly or outgoing.

Attribute Key Code - 13
Overall Gap Analysis:
Low Priority Area

Vehicle Loading Efficiency



Dissatisfaction is highest for Fauntleroy/Vashon (24%) followed by Anacortes/San Juan Islands (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
Respondents		2922	471	141	50	287	198	88	9	150	491	980	57
WSF vehicle loading procedures are efficient	Imp. (4-5)	96%	98%	94%	98%	96%	95%	90%	100%	93%	98%	96%	91%
	Sat. (4-5)	72%	75%	76%	71%	80%	49%	63%	60%	80%	73%	65%	77%
	Dissat. (1-2)	10%	8%	9%	11%	7%	24%	10%	2%	6%	9%	14%	12%
2016	Dissat.	9%	6%	3%	16%	6%	14%	18%	29%	6%	9%	15%	12%
Change	Dissat.	+1	+2	+6	-5	+1	+10	-8	-27	--	--	-1	--

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

Top 5 Unsatisfactory Terminals	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Fauntleroy 29%	Fauntleroy -"Ferry boat loading employees don't get out of the way when directing vehicles to another lane. They purposely want to get hit. Ferry boat loading employee, esp. one by the name of Joe on the 5pm to Vash/SW, holds grudges; he wants to talk to drivers regarding his directions - very defensive and he holds grudges. Ferry boat loaders, many don't work as a team you can tell they hate each other. So why do you hire employees like these and want their peers to get hurt. Quit having the Vashon people"
Seattle 24%	Seattle - Did not load in order of arrival. He let a whole lane that arrived after me load before my lane. Me along with 3 other vehicles had to back off the ramp.
Mukilteo 15%	Anacortes - All I can say is go to the Canadian ferry system and watch how they do it. So much more efficient. Efficiency is not anything that's WSF system seems to have it in mind. Everything seems to be slow and antiquated including your business systems. How long was it before you would take credit cards when they were the norm in all business transactions in the rest of the world?
Bainbridge 13%	Anacortes - The WASHINGTON STATE FERRY WORKERS ARE ARROGANT AND DON'T HAVE ANY GOOD COMMON SENSE OF HOW TO PLACE THE VEHICLES ON THE FERRIES. They are only parking attendants, but act as if they are God.
Anacortes 11%	Bainbridge - I have too many times to count observed the ferry leave with plenty of room for the few cars left behind - that were held back at the ticket booth until the ferry whistle blew, There was plenty of time to load them before that.
	Mukilteo - "One of the male loading employees, tends to scream all the time, seemingly at random times. At times, his hand signals are unclear, and he gets visibly frustrated when people are unable to read his mind. I've watched him yell at someone nearly every time he loads passengers - it's disturbing and unnecessary. Furthermore, when departing and seeing the ferry is NOT full, is very frustrating."

Attribute Key Code - 14
Overall Gap Analysis:
Opportunity Area

Loads Ferries to Capacity



Dissatisfaction is highest for Fauntleroy/Vashon (22%).*

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF loads ferries to capacity with little room between vehicles	Imp. (4-5)	89%	90%	84%	98%	87%	93%	86%	100%	82%	91%	85%	83%
	Sat. (4-5)	71%	74%	69%	65%	80%	48%	72%	45%	82%	69%	70%	77%
	Dissat. (1-2)	10%	11%	8%	15%	4%	22%	14%	45%	4%	10%	9%	8%
2016	Dissat.	9%	6%	5%	7%	4%	18%	17%	12%	10%	11%	11%	11%
Change	Dissat.	+1	+5	+3	+8	--	+4	-3	+33	-6	-1	-2	-3

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

Top 5 Unsatisfactory Terminals	
Fauntleroy	31%
Seattle	24%
Bainbridge	22%
Mukilteo	17%
Clinton	13%

Attribute Key Code - 15
Overall Gap Analysis:
Low Priority Area

Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Fauntleroy - Because it happens constantly at Fauntleroy, for the previously mentioned problems getting through the toll booth. Idiotic, and ultimately, avoidable, if WSF would pull it's head out of it's nether parts.
Fauntleroy - Crew members are not always there to pull the vehicles forward. I have seen cars stop almost a full vehicle length short of where they should be.
Fauntleroy - Ferry crew no longer makes sure hardly any space is between each car. So cars park on the ferry where ever they want with lots of space. I will say in the afternoon the crew on the Fauntleroy dock fill the ferry by waiting for the cars to move through the toll booth. That is a change. So by realizing that it is better to leave full rather than keep to a schedule by leaving before the ferry is fully loaded when the line up on Fauntleroy is long.
Seattle - WSF is trying to squeeze too many cars on each boat. The cost of cars today makes it too expensive to risk the damage by putting the cars too close; this policy needs to change even if it means 1 or 2 cars don't make a boat.
Bainbridge - Too tightly packed. After stopping car and preparing to exit, told to get back in and pull up.
Bainbridge - Early in the loading, there seems to be an abundance of room between vehicles. It gets much more crowded the further back on the boat you get. I believe this indicates a lack of planning by the loading crew.
Mukilteo - left space between cars and at the back of the ferry when cars were waiting.

Vehicle Loading Crews Provide Clear Directions



Dissatisfaction is highest for Fauntleroy/Vashon (22%) followed by Mukilteo/Clinton (16%) and Anacortes/San Juan Islands (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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF vehicle loading crews provide clear directions / hand signals	Imp. (4-5)	96%	96%	95%	94%	97%	96%	97%	100%	93%	96%	96%	92%
	Sat. (4-5)	65%	71%	72%	54%	73%	45%	64%	88%	73%	60%	62%	65%
	Dissat. (1-2)	13%	10%	9%	14%	7%	22%	17%	12%	11%	16%	15%	8%
2016	Dissat.	14%	8%	12%	18%	12%	20%	25%	47%	9%	18%	18%	16%
Change	Dissat.	-1	+2	-3	-4	-5	+2	-8	-35	+2	-2	-3	-8

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

Top 5 Unsatisfactory Terminals	
Seattle	23%
Fauntleroy	22%
Mukilteo	22%
Clinton	19%
Bainbridge	16%

Example of Verbatim Complaints – (complete sorted verbatims in separate document)	
Seattle	Directions and signals seem to have no standard since everyone on the deck crew does some variation that's different from everyone else's. I've also seen the deck crew giving contradictory directions to a single vehicle and then yelling at the driver for being confused. Pathetic!
Seattle	Guys, I know it's cold sometimes, but that's why you wear gloves. When you stand there with your hands in your pockets and chatting to each other, and NOT giving signals to the vehicles loading, don't get mad because we didn't read your mind. On where you wanted us to go.
Fauntleroy	Too lazy to move their hand. Then they prompt you forward then tell you to slow down. What do you want fast or slow jeez
Fauntleroy	Too often, ambiguous hand signals are given, like pointing one way & then changing his or her mind at the last second, & if the driver can't figure out which direction he or she REALLY means, the driver gets yelled at by that crew member, which I find extremely offensive!!
Mukilteo	There is one female who's hand signals are very weak and impact the time it takes for cars to leave the holding area and board the ferry.
Clinton	In training ferry personnel, you should make certain that hand signals are given absolutely the same among all the ferry loaders all the time. And the loaders could be more polite when drivers misinterpret the signals.

Attribute Key Code - 16
Overall Gap Analysis:
Opportunity Area

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF vehicle unloading crew is friendly, courteous and polite	Imp. (4-5)	87%	84%	85%	86%	88%	86%	90%	100%	87%	88%	88%	83%
	Sat. (4-5)	81%	80%	81%	83%	84%	76%	88%	98%	85%	80%	75%	78%
	Dissat. (1-2)	4%	4%	4%	3%	1%	6%	3%	0%	3%	4%	4%	3%
2016	Dissat.	3%	2%	4%	4%	3%	3%	10%	9%	5%	2%	5%	2%
Change	Dissat.	+1	+2	--	-1	-2	-3	-7	-9	-2	+2	+1	+1

**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	30%	Seattle - No smiles and little eye contact.
Fauntleroy	23%	Seattle - Seattle crew on the dock is unfriendly towards bicycle folk
Mukilteo	18%	Vashon - Ferry workers directed my wife to smash in the whole side of my truck on a stairwell. She said they all just stood there and watched her do it. Didn't try to help or anything. When she initially hit it and stopped, they yelled at her and told her to 'KEEP GOING!' She tried to tell them that she was up against the stairwell but they didn't seem too concerned and just yelled at her to keep going. So she does what the ferry workers asked her to do and proceeds to smash"
Clinton	16%	Clinton - The person directing me wanted me to wait, but I thought he was telling me to go. He seemed quite upset. I'm a rule follower, and I want to follow their directions, but I was confused. It felt like I was the last car off because he was upset with me. I don't know if this is true or not, but that's how it felt.
Bainbridge	13%	Fauntleroy - The hand directions are often unclear, and the crew becomes irate if you do not follow they.
		Anacortes - Crew members' lack of '...friendly, courteous and polite.' Again, these members are the last tourists see as they head for home. What a way to send them off.

Attribute Key Code - 17
Overall Gap Analysis:
Nice To have Area

Vehicle Unloading Procedures Efficient



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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF vehicle unloading procedures are efficient	Imp. (4-5)	95%	97%	94%	96%	95%	94%	90%	100%	92%	96%	94%	94%
	Sat. (4-5)	78%	79%	80%	72%	81%	72%	84%	60%	83%	79%	73%	76%
	Dissat. (1-2)	6%	9%	7%	5%	4%	7%	4%	0%	7%	4%	9%	11%
2016	Dissat.	7%	9%	6%	4%	6%	7%	16%	21%	4%	6%	7%	5%
Change	Dissat.	-1	--	+1	+1	-2	--	-12	-21	+3	-2	+2	+6

**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	41%	Seattle -Consistency. Most often the aft half of the main section is filled last and is held until last when unloading. Sometimes the entire center section is offloaded before the sides - not fair!
Bainbridge	24%	Seattle Unloading is very slow and inefficient because of allowance for bicycles to go off first, and then allowance for bicycles to go off later in the unloading process. Also, frequently do not unload boat according to order in which cars were loaded. Traffic lights cause back-up and this is a greater problem when we cannot exit to the south at the Seattle terminal. Unloading process is also slow on Bainbridge for similar reasons (bicycles, lights). Also, because vehicles exit from parking lots
Faultleroy	15%	Bainbridge - I am tired of being in the middle of loading only to be stuck on the upper level while the end cars are unloaded first and upper level is unloaded last (Happens all the time). This is VERY unfair. Cars loaded last should be unloaded last!
Edmonds	11%	Clinton - crew does not unload the ferry the same way every time. Crew friends and family are unloaded as soon as possible, there is no repeatable process in regards to unloading
Mukilteo	11%	Faultleroy - Crew, takes their time removing blocks from cars. I get the sense from them they just think they are doing commuters a favor not doing their jobs.

Attribute Key Code - 18
Overall Gap Analysis:
High Priority Area

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		2922	471	141	50	287	198	88	9	150	491	980	57
WSF vehicle unloading crews provide clear directions and/or hand signals	Imp. (4-5)	94%	96%	91%	84%	94%	93%	96%	100%	93%	95%	93%	88%
	Sat. (4-5)	80%	82%	82%	86%	84%	70%	83%	98%	82%	77%	77%	86%
	Dissat. (1-2)	5%	5%	6%	3%	2%	7%	2%	1%	6%	5%	6%	7%
2016	Dissat.	5%	3%	4%	4%	3%	7%	11%	38%	5%	6%	6%	3%
Change	Dissat.	--	+2	+2	-1	-1	--	-9	-37	+1	-1	--	+4

**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	29%	Seattle - Getting off at the Seattle terminal is fraught with unknowns - many of which WSF has no control over (i.e., which roads are closed). However, the dock crews don't consistently do a good job of directing cars to readily available exits from the terminal and shunt cars from Marion St. exit regardless of what color the traffic light is or if there is backup.
Mukilteo	18%	Seattle The loading process is confusing especially for those unfamiliar. I've often seen staff screaming at drivers that are unclear as to directions.
Fauntleroy	17%	Fauntleroy - Again, this is hit and miss. Some crew are great at signaling and other times they seem to want you to figure it out, or they show up late and redirect at the last second.
Bainbridge	16%	Mukilteo/Clinton - From their intimidating stare, their yelling or loud directive whistling and other negative behaviors, some crew members are in dire need of retraining as they do not relate well to customers or tourists.
Clinton	15%	Bremerton -Same guy when unloading, came and leaned on my car, then told me to go, when he was still in the way.
		Anacortes - The general impatience - not everyone understands what the hand signals mean, especially first time travelers. Often times the ferry is the first contact to the island, and peoples' experience will dictate whether or not they have a positive travel adventure which is a vital consideration to the islands' livelihood

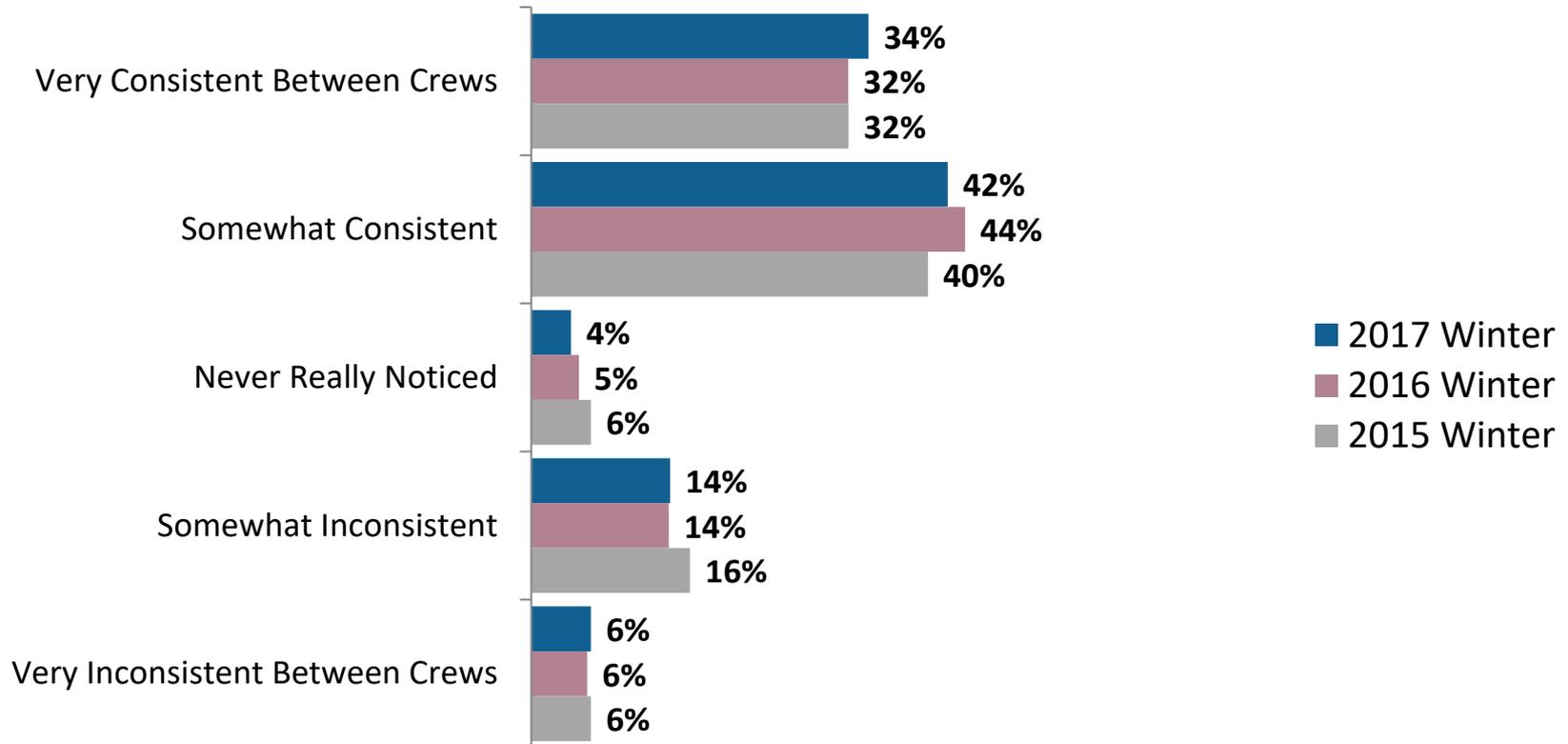
Attribute Key Code - 19
Overall Gap Analysis:
High Priority Area

Consistent Hand Signals/Directions



Most riders (76%) say the loading/unloading crews hand signals/directions are consistent across crews. About one in five (20%) say they are not consistent.

**Consistency of Hand Signals Asked Of Vehicle Drivers Only
(n=2,922 / 2709 / 2130)**



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 (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		3043	530	199	43	291	197	95	9	148	469	1002	60
The ferry passenger seating areas are clean and comfortable (seating, temperature, etc.)	Imp. (4-5)	95%	97%	97%	92%	95%	93%	88%	100%	89%	95%	96%	94%
	Sat. (4-5)	82%	80%	59%	86%	87%	88%	87%	84%	88%	90%	76%	76%
	Dissat. (1-2)	4%	3%	15%	1%	3%	2%	1%	0%	2%	1%	6%	7%
2016	Dissat.	5%	6%	17%	2%	3%	2%	4%	0%	4%	2%	6%	2%
Change	Dissat.	-1	-3	-2	-1	--	--	-3	--	-2	-1	--	+5

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

Top 5 Unsatisfactory Vessels	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Walla Walla 43%	Chelan, Hyak, Elwha, Yakima - Seating is a back pain. Seats are ugly. Boat looking like an old truck. Bubble gums stuck to the under side of tables. It is clean externally, but looks tired and not very nice.
Kaleetan 27%	Elwha, Yakima - Ferry seating and comfortable do NOT belong in the same sentence. Most seating in all ferries have NO LOWER BACK SUPPORT. The Samish DOES have some comfortable individual seats
Hyak 24%	Kaleetan, Hyak - Floors have stuff on them for days at a time the same tables can have sticky stuff on them never clean unless the passenger sitting there does it. But yet the crew has time to bs with certain passenger or hide in there room
Tacoma 22%	Salish - The seats are like rocks, and the heating ducts consistently blow cold air onto the seated passengers (winter and summer!)
Puyallup 21%	Tokitae - How sad that the glorious ferries of old have been turned into cattle cars as exhibited by the Tokitae. Rows of seats. No adequate armrests, no tables, few people. Complete lack of aesthetics...
	Puyallup, Samish - The crew doesn't waste a lot of time (or, in most cases, ANY time) cleaning tables between sailings. So it's highly likely that you'll sit in a booth only to find that the previous passenger there spilled something all over -- because everything you put on the table (including your shirt sleeves) STICK to the TABLE!
	Puyallup, Spokane - dust bunnies, dirty windows, full trash cans

Attribute Key Code - 20
Overall Gap Analysis:
High Priority Area

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		3043	530	199	43	291	197	95	9	148	469	1002	60
The bathrooms on the ferries are clean and well maintained	Imp. (4-5)	97%	98%	95%	96%	97%	97%	99%	100%	94%	97%	97%	96%
	Sat. (4-5)	75%	71%	54%	81%	78%	85%	84%	85%	88%	83%	73%	85%
	Dissat. (1-2)	7%	9%	16%	1%	7%	3%	4%	0%	2%	4%	7%	5%
2016	Dissat.	8%	9%	16%	7%	9%	1%	5%	11%	12%	4%	8%	4%
Change	Dissat.	-1	--	--	-6	-2	+2	-1	-11	-10	--	-1	+1

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

Top 5 Unsatisfactory Vessels	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Walla Walla 46%	Chelan, Elwah, Yakima - Because, the floors, toilets and fixtures are incredibly filthy!
Puyallup 24%	Elwah, Yakima - men's restroom dirty, smelled of urine, I don't think the mop bucket had been cleaned out in a long time
Kaleetan 24%	Hyak - These bathrooms need to be steam cleaned. There is dirt in the corners that has been there for years. I have observed the same piece of debris in the same place for weeks on end.
Tacoma 24%	Kaleetan, Hyak - Bathroom smell like urine and toilets and counter area are fealty especially the first run in the morning and yet when you same something they just shrug there shoulders like oh well
Hyak 19%	Kaleetan, Walla Walla - My pet peeve. Cleaning crew leaves mops, pails and other gear in the bathrooms -- often leaning against a locker marked for equipment. provides very negative image for ferries.
	Puyallup - All I can say is I hope the mechanical systems are maintained better than the bathrooms! They are perpetually disgusting! The giant floor fans blowing the smells out to the surrounding seating area is a nice touch too.
	Wenatchee, Tacoma - The bathrooms are terribly disgusting. Finishes are difficult to clean, dirt smudged all over the stalls. Why can't the ferry workers clean bathrooms during the crossing instead of sitting around in the first mate's office?

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

Vessels are Well Maintained/Safe



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		3043	530	199	43	291	197	95	9	148	469	1002	60
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered)	Imp. (4-5)	95%	97%	94%	96%	94%	94%	92%	100%	93%	96%	95%	96%
	Sat. (4-5)	78%	78%	61%	93%	77%	79%	82%	85%	80%	87%	70%	79%
	Dissat. (1-2)	5%	6%	8%	1%	6%	5%	3%	0%	6%	2%	9%	3%
2016	Dissat.	8%	8%	16%	2%	6%	5%	11%	22%	2%	6%	13%	10%
Change	Dissat.	-3	-2	-8	-1	--	--	-8	-22	+4	-4	-4	-7

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

Top 5 Unsatisfactory Vessels	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Walla Walla 21%	Cathlamet, Elwha - The Cathlamet is a mess on the interior and also on the pickle-fork areas. It is in bad need of a paint job and new flooring to say the least. The Elwha is just getting old so I can't say much about her, she needs a little TLC.
Tacoma 19%	Chezemoka - Cetzemoka windows are often filthy
Puyallup 18%	Elwha, Yakima - Are you kidding me??? The San Juans seem to be stuck with the most ancient ferries which break down on a regular basis. Orcas got the Samish for about one month, but my guess is that the politicians insisted that Friday Harbor got the only decent boat in the islands
Spokane 17%	Kaleetan, Hyak - RUST. All of the older boats have shabby and broken seating. The Bainbridge and Kingston Vessels have been fine or more than fine. Vashon is on a par with Bremerton
Cathlamet 16%	Kittitas, Tokitae - The thing that bothers me the 'most' is the handrails going up the stairs, YUCK...they should be cleaned and disinfected several times a day. I don't think there EVER cleaned. The germs and bacteria I'm sure are just crawling, YUCK YUCK YUCK! I don't touch them and if I accidentally do I touch nothing else until I wash my hands
	Yakima - The one that scares me the MOST is the Yakima -- because the prop vibration is SO VIOLENT on the number two end (as I recall) that it feels like it's shaking the boat apart. This MUST be destroying the cutlass bearing and possibly other bearings on the prop shaft and must be shortening the lives of everything that it shakes

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

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		1246	195	98	24	109	98	54	5	52	187	389	35
WSF vessel crew is friendly, courteous and polite	Imp. (4-5)	96%	99%	96%	100%	91%	96%	97%	100%	98%	95%	95%	93%
	Sat. (4-5)	88%	92%	84%	81%	90%	86%	87%	43%	93%	87%	87%	88%
	Dissat. (1-2)	3%	3%	2%	4%	3%	4%	9%	0%	3%	4%	4%	5%
2016	Dissat.	4%	3%	9%	3%	2%	5%	2%	0%	4%	3%	5%	0%
Change	Dissat.	-1	--	-7	+1	+1	-1	+7	--	-1	+1	-1	+5

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

Top 5 Unsatisfactory Vessels	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Cathlamet 27%	Cathlamet - Light fixture cover looked like it was about to come off. Told a crew member it might hit someone in the head. He said hasn't come off yet and walk away.
Puyallup 21%	Hyak - There was a passenger with headphones on singing drunkenly and loudly, we asked crew member to ask him to be quiet. Crew member blew us off, said he's come back and didn't. We told the guy to stop singing ourselves
Kittitas 21%	Kittitas, Tokitae - Actually I did not have any interaction, but that is because once the boat leaves the dock, you RARELY see a crew member. They are all hiding from the public, leaving the poor galley workers to answer all the questions the crew should be addressing. This is not how it's done on the BC Ferries, which are many times more pleasant -- and the staff does not hide.
Tokitae 19%	Wenatchee, Tacoma - No ferry crew member takes responsibility for enforcing the pet rules on the commuter runs I regularly ride. Many passengers bring their dogs on board (not service animals) and sit with them in the main passenger level instead of taking them to the upper level as stated by posted signs. I have never seen a ferry crew member ask a passenger to move to the appropriate level.
Walla Walla 19%	Kaleetan, Walla Walla - nearly invisible; not willing to stop bad behavior: feet on chairs/tables; loud boorish behavior allowed

Attribute Key Code - 23
Overall Gap Analysis:
High Priority Area

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		1246	195	98	24	109	98	54	5	52	187	389	35
The WSF vessel crew is helpful, competent and knowledgeable	Imp. (4-5)	97%	100%	97%	96%	94%	97%	100%	100%	98%	96%	98%	100%
	Sat. (4-5)	87%	89%	86%	96%	88%	81%	89%	42%	94%	84%	84%	88%
	Dissat. (1-2)	4%	1%	5%	0%	3%	6%	7%	0%	4%	4%	3%	5%
2016	Dissat.	3%	3%	3%	0%	4%	7%	5%	0%	4%	2%	4%	0%
Change	Dissat.	+1	-2	+2	--	-1	-1	+2	--	--	+2	-1	+5

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

Top 5 Unsatisfactory Vessels	Percentage	Example of Verbatim Complaints – (complete sorted verbatims in separate document)
Cathlamet	29%	Hyak - There was a passenger with headphones on singing drunkenly and loudly, we asked crew member to ask him to be quiet. Crew member blew us off, said he's come back and didn't. We told the guy to stop singing ourselves
Tokitae	16%	Issaquah, Cathlamet - It wasn't so much that the crew was not helpful, competent or knowledgeable, but this was the only way to offer a comment. I just couldn't find a crew member when we needed to get them to call out to the fool who left their car alarm on, on the ferry, and it took me almost the whole ride to find someone...Maybe the loudspeaker could tell people on the ferry to not leave their car alarms on if they are leaving their vehicles or?
Kittitas	16%	Kittitas, Tokitae - How would I know -- they are all hiding and rarely seen till they start waving with erratic hand signals as the boat unloads.
Walla Walla	12%	Cathlamet - They can be hard to find during a crossing. When found, they are usually great.
Kennewick	9%	Don't Recall Boat - Disgusted with inconsistency of pet policy. Have walked on with well mannered large dog on cold days and sat at end of boat and been asked to go outside. Have seen dogs sitting on seats in galley mid summer with ferry crew walking past and nothing said.

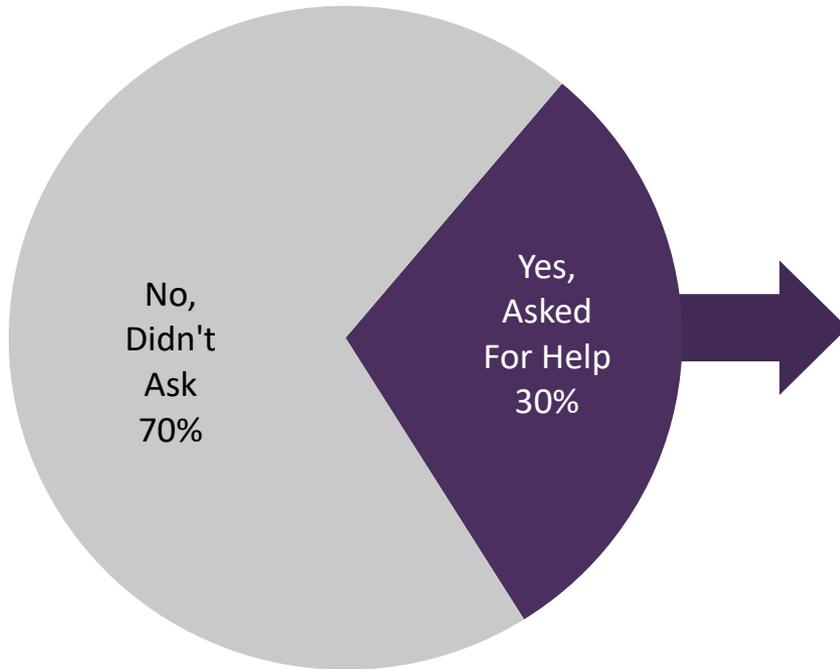
Attribute Key Code - 24
Overall Gap Analysis:
High Priority Area

Help/Assistance From Vessel Staff

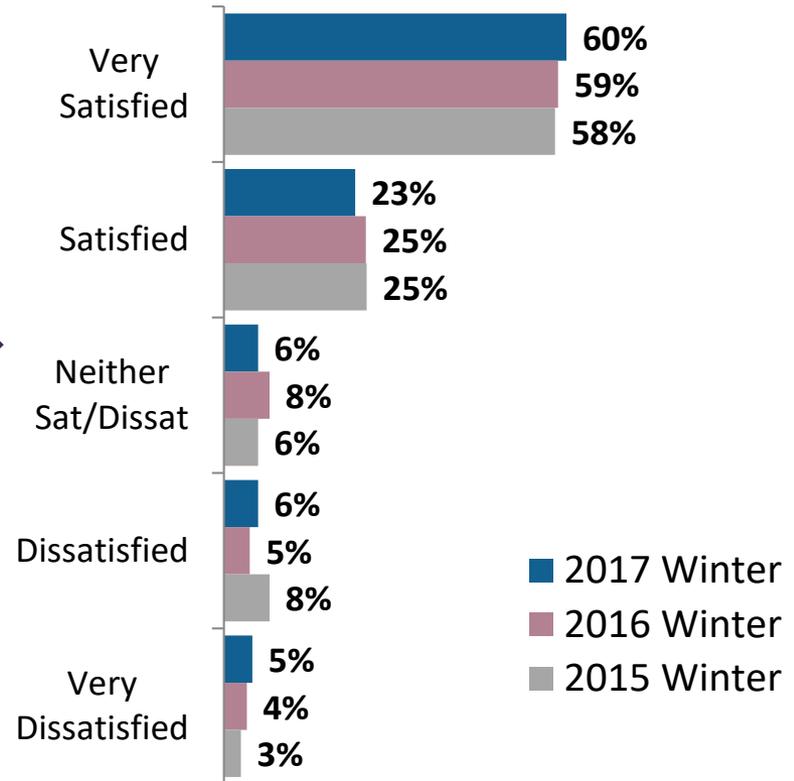


About three in ten riders have asked the vessel staff for help and most (83%) were satisfied with the assistance they received. About one in ten (11%) were not satisfied.

Asked WSF Vessel Staff For Help/Assistance



Satisfaction With WSF Vessel Staff Help/Assistance (n=377 / 379 / 274)



Q103. Did you specifically ask a WSF vessel staff member for help/assistance during the Winter period (January 8th through April 1st 2017)?

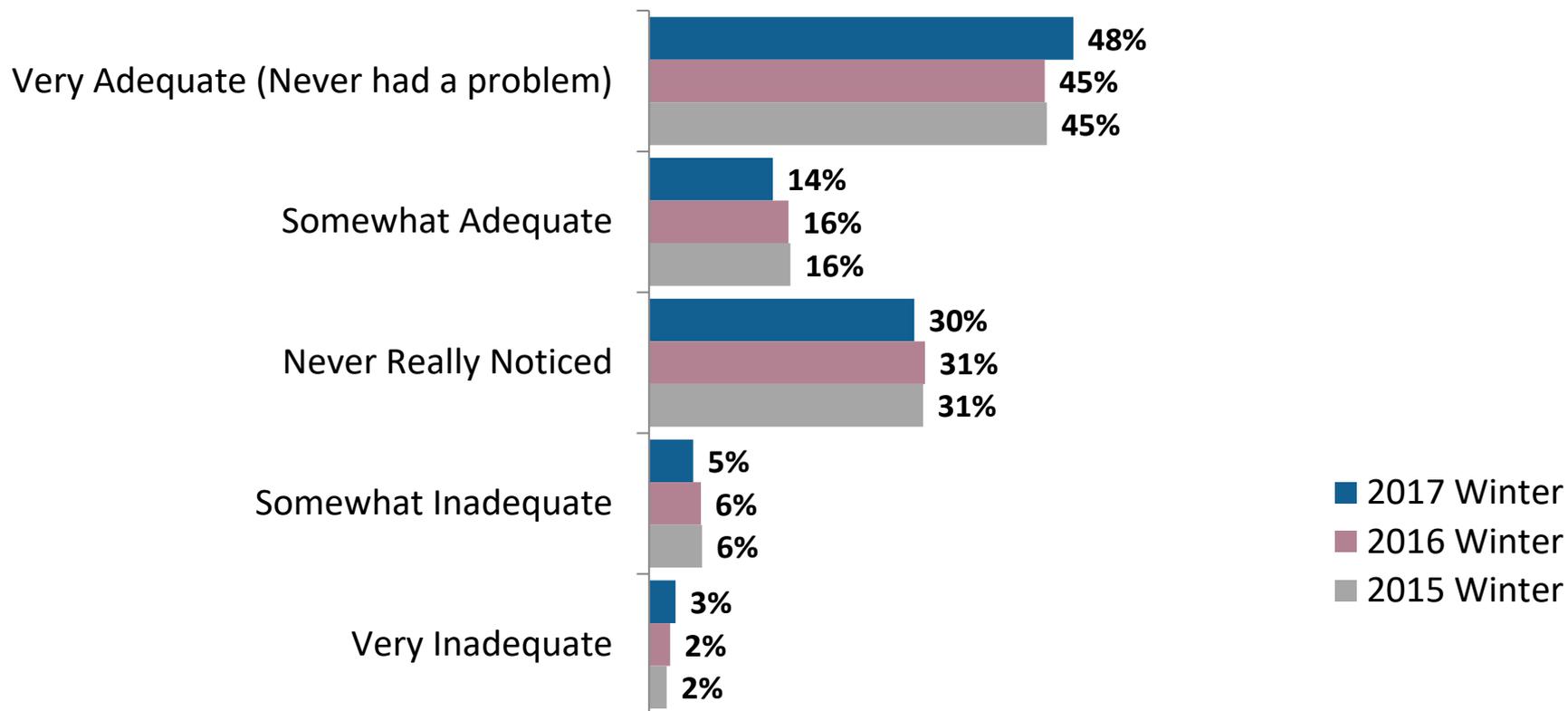
Q104. How satisfied were you with the help/assistance the WSF vessel staff member gave you?

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=3,043 / 2855 / 2268)**



Q78. (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 (24%) and Fauntleroy/Southworth (13%).*

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		3336	566	223	54	320	218	103	11	168	537	1070	66
WSF has on-time/dependable departures	Imp. (4-5)	96%	97%	99%	93%	95%	91%	95%	78%	95%	95%	96%	96%
	Sat. (4-5)	76%	76%	84%	72%	91%	47%	58%	53%	88%	78%	70%	71%
	Dissat. (1-2)	8%	7%	4%	21%	3%	24%	13%	0%	4%	7%	10%	4%
2016	Dissat.	10%	9%	6%	12%	4%	32%	24%	38%	3%	3%	9%	12%
Change	Dissat.	-2	-2	-2	+9	-1	-8	-11	-38	+1	+4	+1	-8

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

Top 5 Unsatisfactory Routes		Example of Verbatim Complaints (complete sorted verbatims in separate document)
FAU/VASHON	36%	Load cars more efficiently. Often the boats seem to get behind schedule as the day progresses and crew seems to just accept that boats will depart late.
SEA/BAINBRIDGE	23%	Be honest in announcing delays. Sometimes there is no announcement and we just stand around waiting.
MUK/CLINTON	17%	"start loading the ferry well before departure. Inconsistent each time"
ANA/SAN JUAN	10%	It is hard to tell the reasons...which I am sure are many. Fauntleroy lines and booths are inefficient at getting cars through and boats get behind not waiting to leave unfilled which they sometimes do anyway. One slip on F side can cause waiting for an on time ferry to get in and unload. Allowing passengers to walk on before cars when the boat is late is a waste and should have to wait until the end. Etc. point defiance usually fine. The worst is canceled sailings and the need to drive around
STHWORTH/VASH	9%	It is not uncommon for boats to wait for another boat to depart the Fauntleroy dock. That probably is the result of a mixed bag of vessels plying the route, but it also seems like inefficient scheduling.
		Again hit or miss, but particularly bad when a slow boat like the Tilikum is put on the route.
		Make sure crews are accountable for missing shifts. Not enough crew means the boat doesn't run.

On Time Arrivals



Dissatisfaction is highest for Fauntleroy/Vashon (19%) and Fauntleroy/Southworth (13%)*.

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		3336	566	223	54	320	218	103	11	168	537	1070	66
WSF has on-time/dependable arrivals	Imp. (4-5)	94%	96%	97%	88%	94%	90%	95%	78%	94%	94%	96%	94%
	Sat. (4-5)	77%	77%	85%	74%	89%	49%	59%	64%	88%	80%	70%	70%
	Dissat. (1-2)	7%	6%	4%	11%	3%	19%	13%	0%	4%	6%	9%	6%
2016	Dissat.	8%	8%	4%	14%	4%	25%	18%	31%	3%	3%	10%	11%
Change	Dissat.	-1	-2	--	-3	-1	-6	-5	-31	+1	+3	-1	-5

*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)
FAU/VASHON	31%	"The ferries I ride are more often late than they are on time. It makes life frustrating when you have to cancel appointments or show up late because you can't rely on the posted ferry schedule. The cancellations of sailings because of lack of coast guard personnel is UNACCEPTABLE."
SEA/BAINBRIDGE	23%	This is very variable, the only time very frustrating is when they don't have adequate crew, it is inexcusable. Christmas Eve was very poorly managed. No excuse for this terrible level of service regardless of the circumstances. Should have had back up, Seahawks game, Christmas Eve, etc. horrid service.
MUK/CLINTON	16%	The Tokatie is ALWAYS late. Even on its FIRST RUN IN THE MORNING!!! We had a dependable 30 minute run for years and years and now we can count on it being late each time.
EDM/KINGSTON	11%	On time performance does not appear to be a priority of the captain or the crew. I think it is so they get over time each time there shift runs late.
ANA/SAN JUAN	11%	Clearer communication, better maintenance of vessels, not scheduling vessels to arrive at dock simultaneously. We experienced a much higher than normal level of maintenance issues that took vessels out of service and created schedule disruption, it seemed like this winter. I know it's hard given budgets and aging boats, but we rely on these vessels for service and need them to be in good mechanical shape.



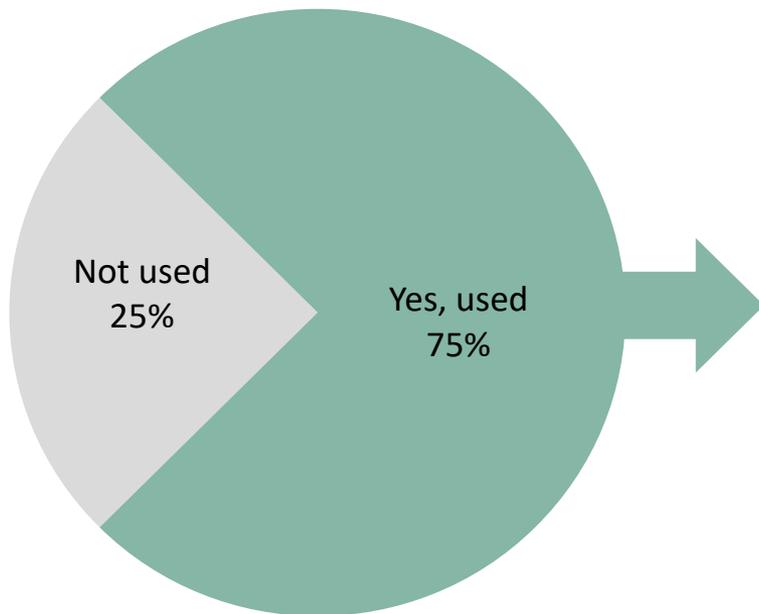
WSF Website

Using WSF Website

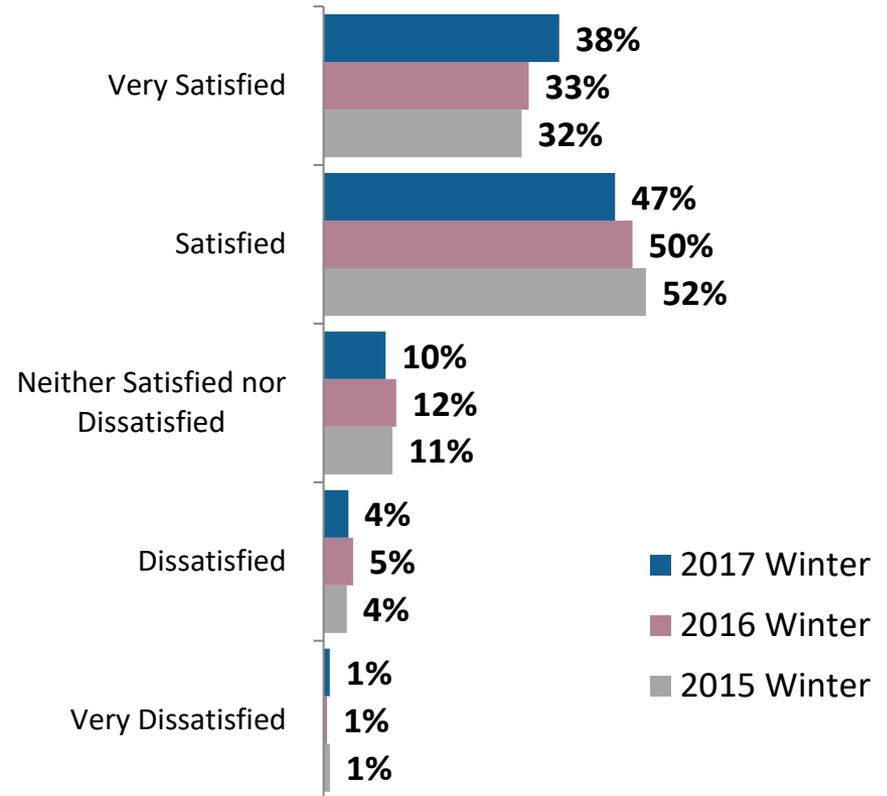


Three-fourths of riders (75%) have used the WSF website and most (85%) continue to say they are satisfied with their experience while 5% say they are dissatisfied.

Used WSF Website



Experience Using Website
(n=2,695 / 2,491 / 1,910)



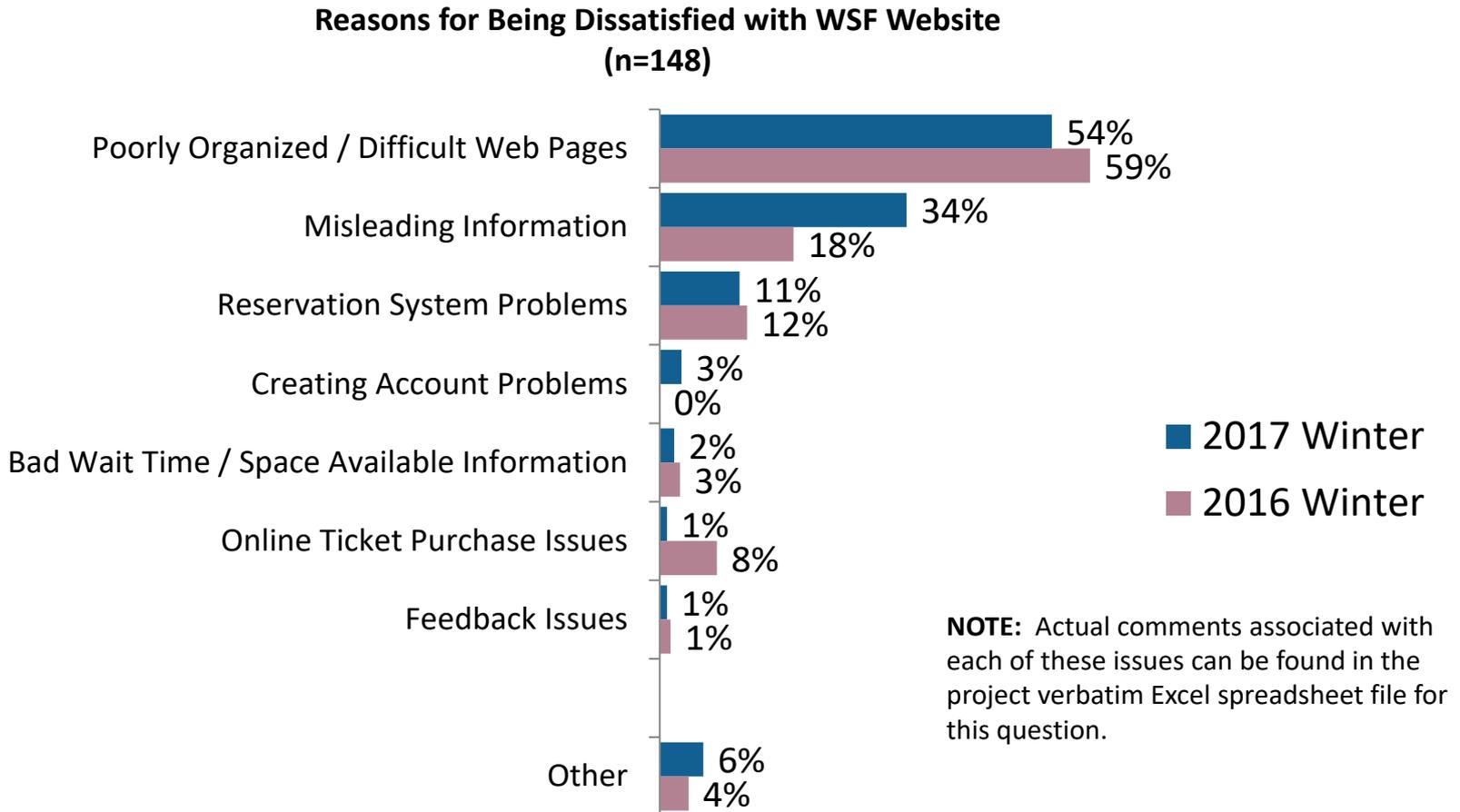
Q90. During the Winter Schedule period (January 8th through April 1st 2017), have you for any reason used the WSF website?

Q91. How satisfied were you with your experience using the WSF website?

Reasons for Dissatisfaction with Website



There has been a 5 point decrease in the number who think the website is poorly designed and a 16 point increase in those that think the website contains misleading information.



Q92. (ASKED OF DISSATISFIED WEB USERS ONLY) What specifically about your experience with the WSF website made you dissatisfied?



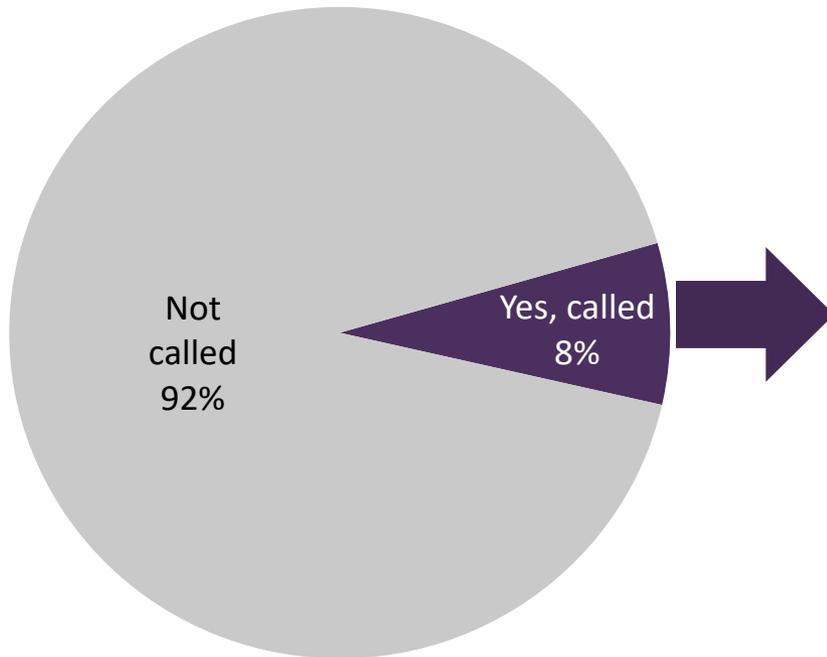
Customer Service by Phone

Calling WSF Customer Service by Phone

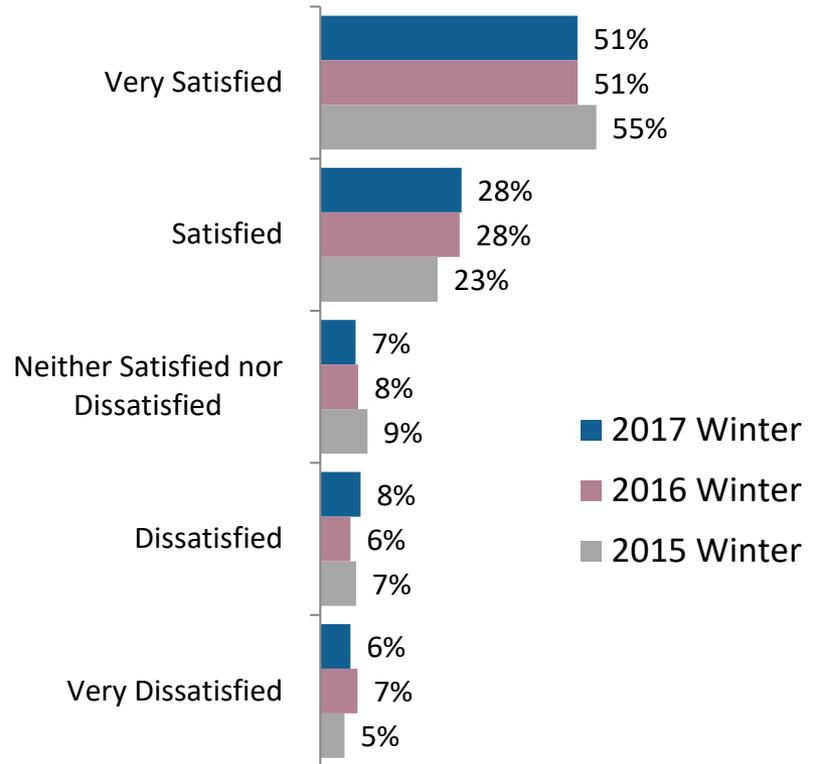


Only one-in-ten (8%) riders have contacted WSF customer service by phone and most (79%) are satisfied and 14% are dissatisfied with their experience.

Called WSF Customer Service



Experience Calling WSF (n=397 / 412 / 332)



Q93. During the Winter Schedule period (January 8th through April 1st 2017), have you for any reason called WSF Customer Service by phone?

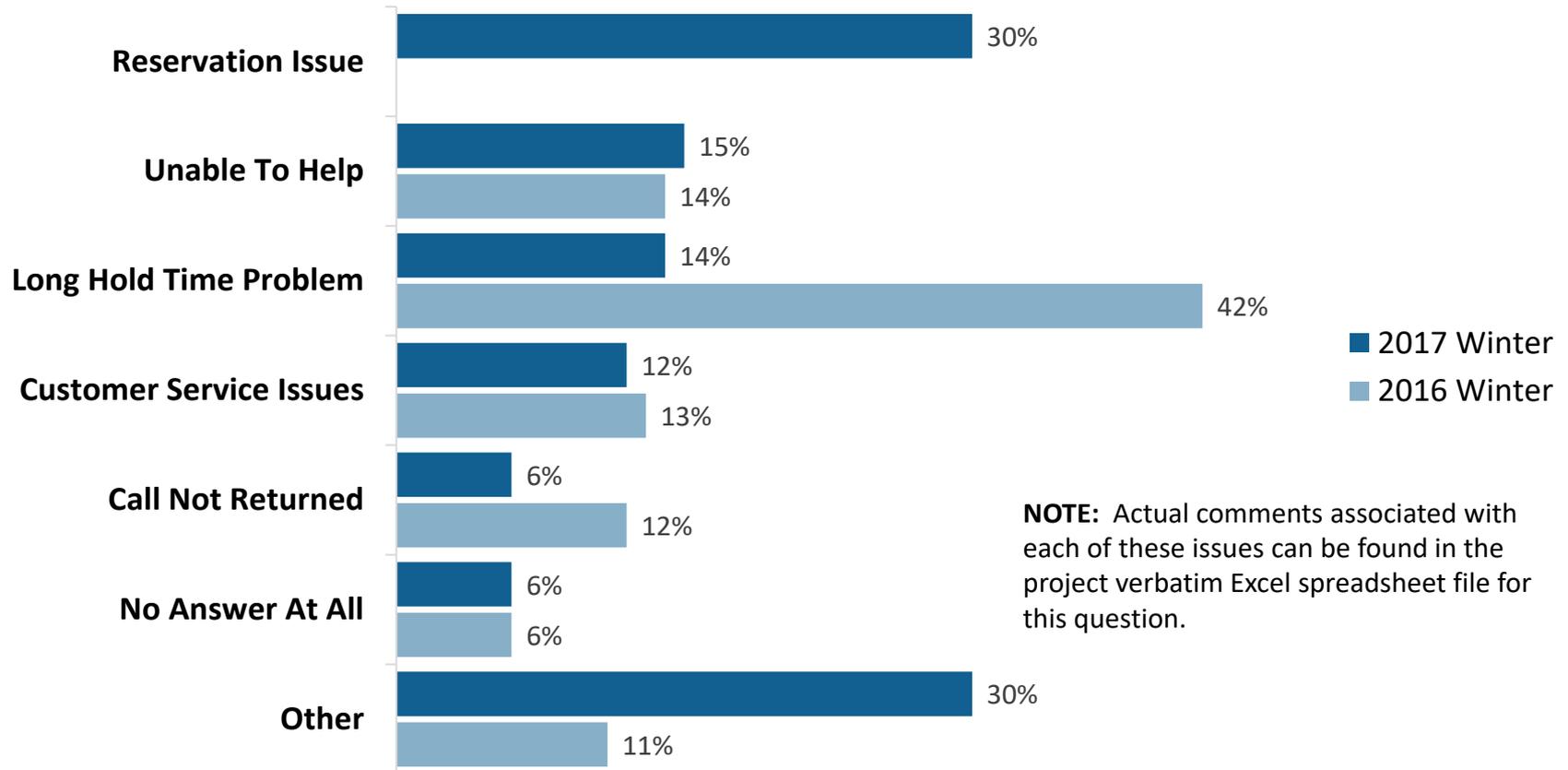
Q94. How satisfied were you with your experience calling the WSF by phone?

Reasons for Dissatisfaction w/ Customer Service



Among the 14% who are dissatisfied with phone customer service, one in three (30%) mentioned having reservation issue problems.

Reasons for Being Dissatisfied with WSF Customer Service by Phone
(n= 56 / 42)



Q95. (ASKED OF DISSATISFIED PHONE USERS ONLY) What specifically about your experience calling WSF by phone made you dissatisfied?



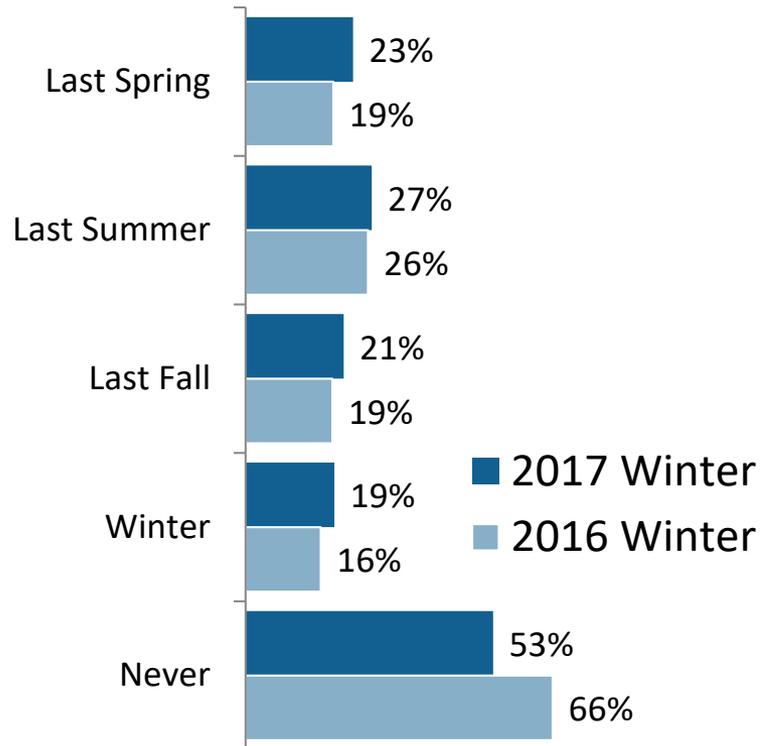
WSF Reservation System

Using WSF Reservation System

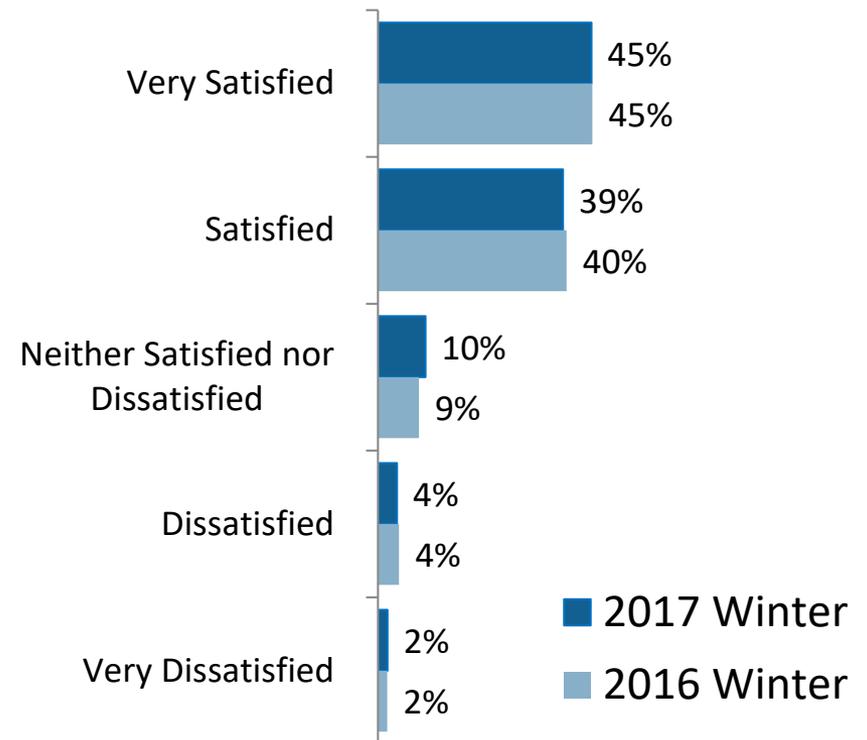


Among riders who used WSF reservation system, most (84%) say that they are satisfied with their experience. Only 6% of those that use the system are dissatisfied with it.

**Used WSF Reservation System
(Multiple Response - n= 4,004 / 3,134)**



**Experience with the WSF reservation system
(n=2,642 / 1654)**



Q113. Have you used WSF reservation system during ... (Circle all that apply)

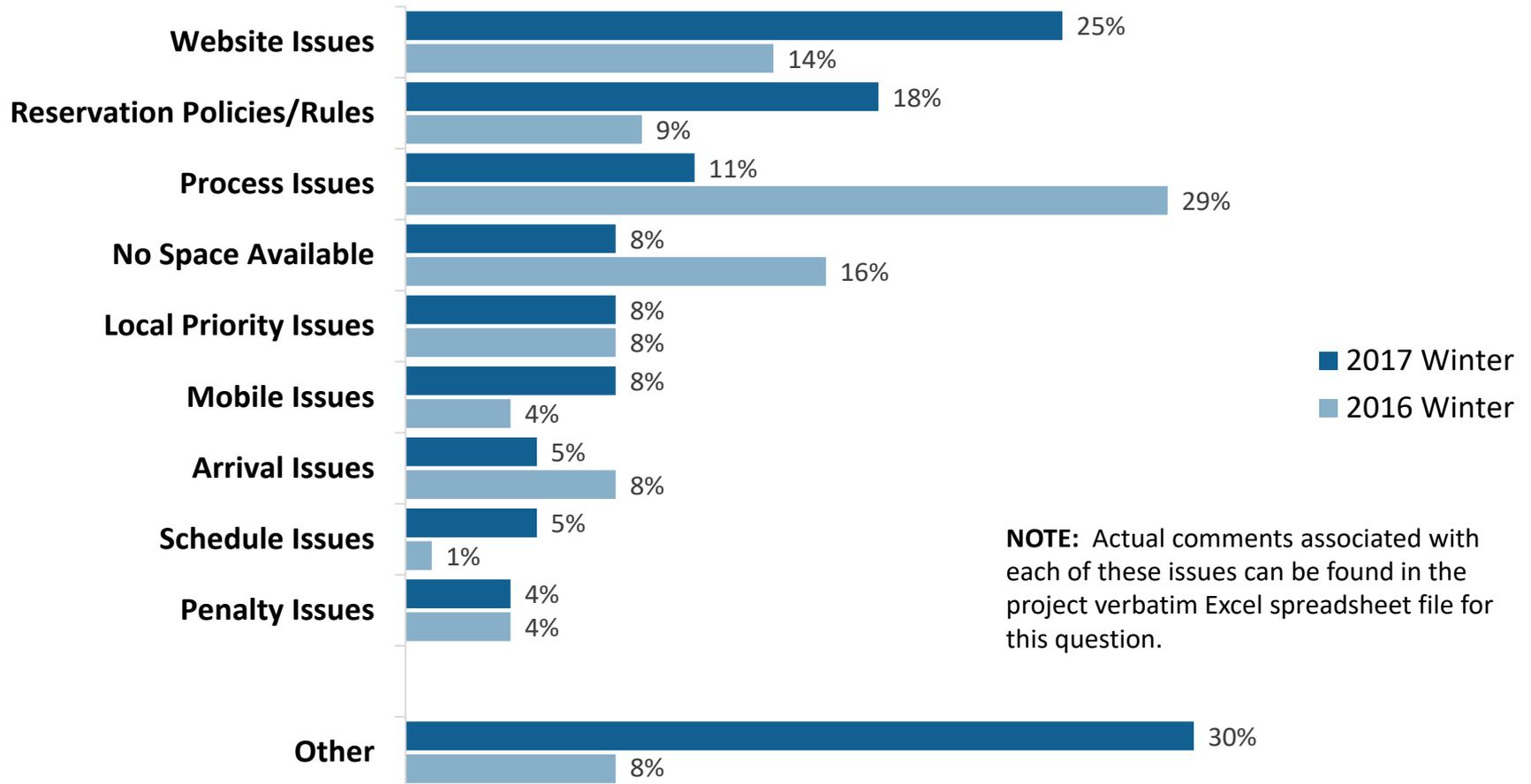
Q114. How satisfied were you with your experience with WSF reservation system?

Reasons for Dissatisfaction w/Reservation System



Among the 6% of riders who are dissatisfied with the reservation system, the top reasons given are website issues (25%) and rule issues (18%).

**Reasons for Being Dissatisfied With WSF Reservation System
(n=185 / 168)**



Q115. (ASKED OF DISSATISFIED PHONE USERS ONLY) What specifically about your experience with WSF reservation system made you dissatisfied?



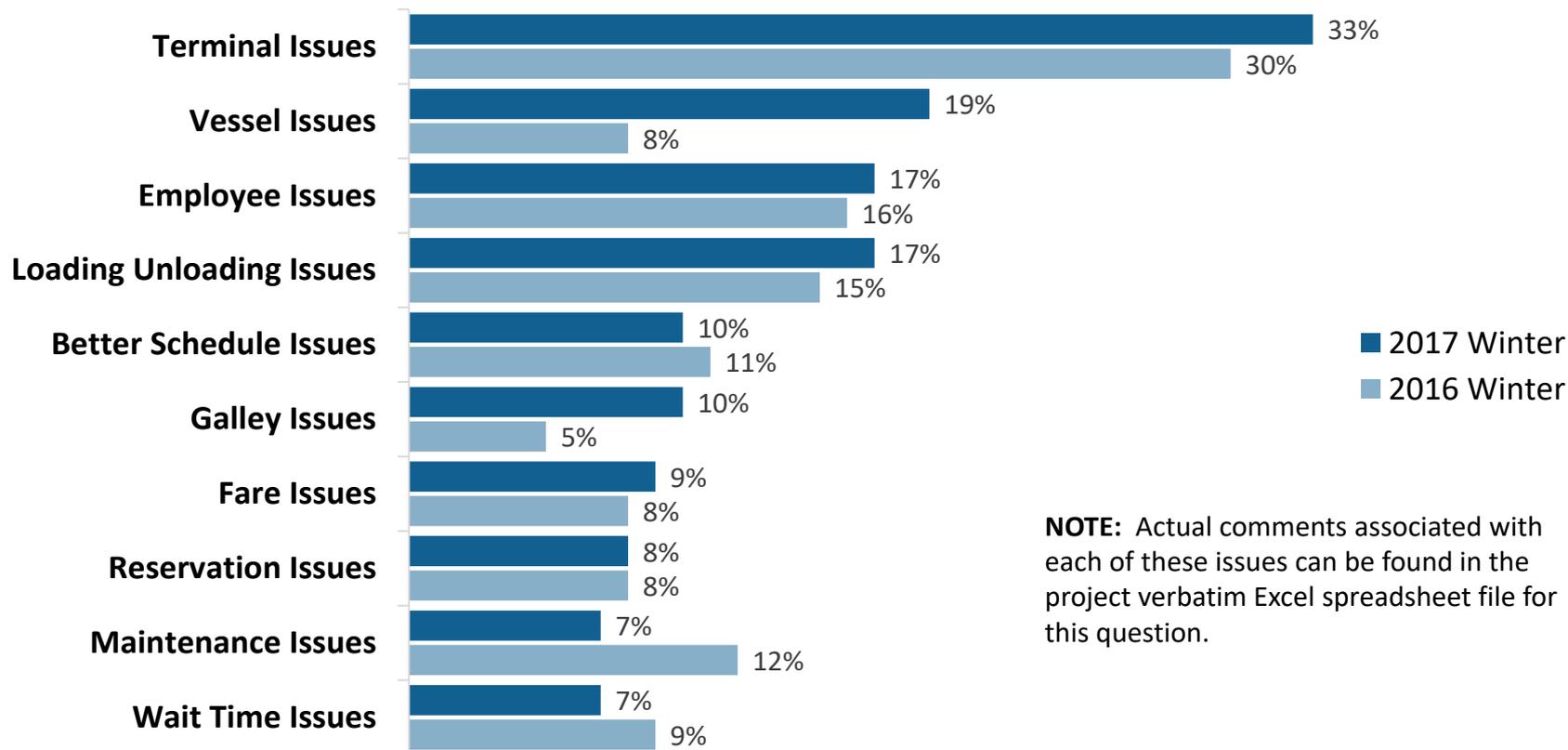
Additional Suggestions

Suggestions for Improving Service Quality



About three quarters of respondents (75%) offered suggestions for improving WSF service quality. Three in ten mention improving terminal issues (33%), about one in five mention vessel issues (19%), and 17% mention loading/unloading issues (17%) or employee issues (17%).

Suggestions beyond lowering fares to improved WSF service quality (7% or greater mentions shown for 2017 - n=3,979 / 2,327)



NOTE: Actual comments associated with each of these issues can be found in the project verbatim Excel spreadsheet file for this question.

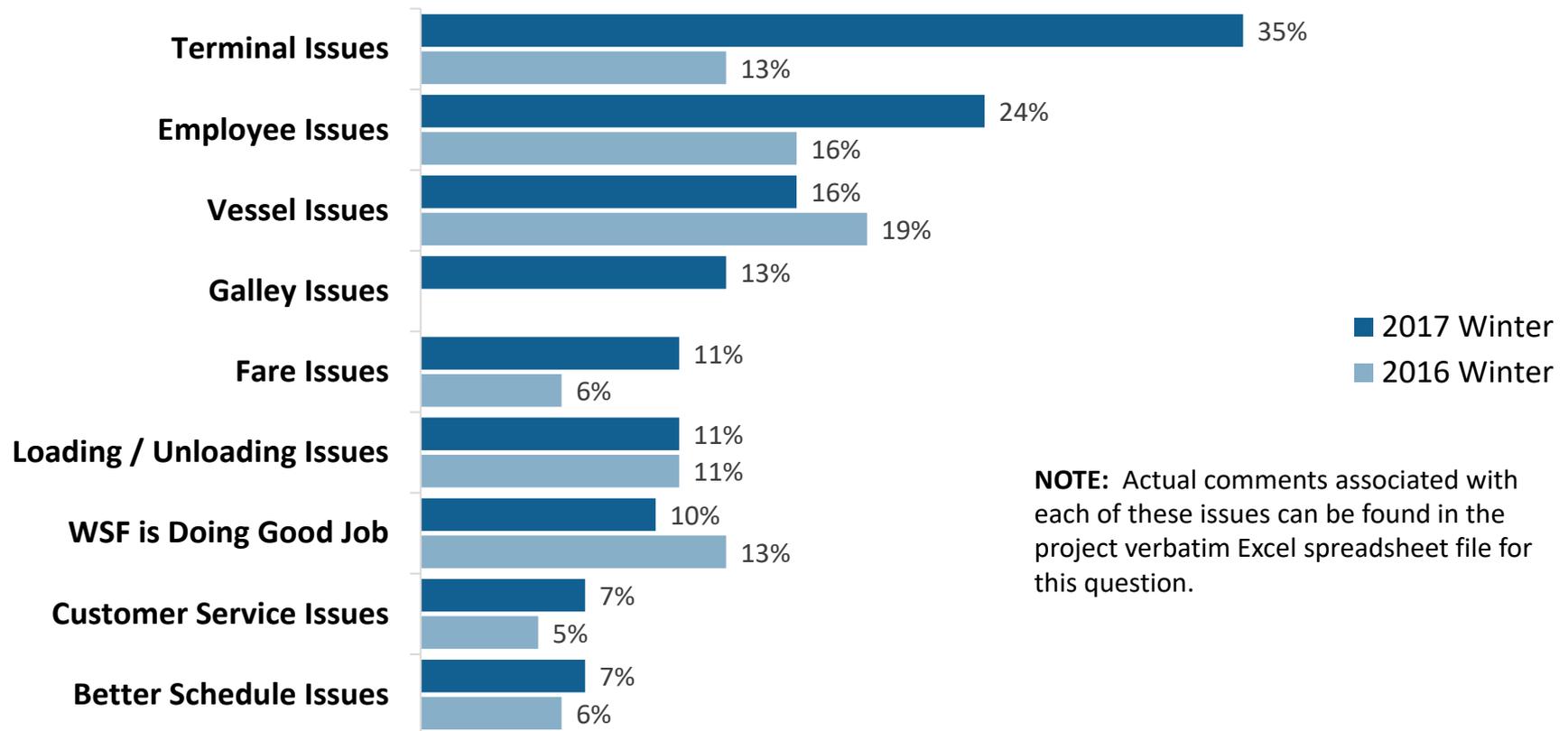
Q96. Beyond lowering fares, what other suggestions might you give WSF and state decision makers that would improve or strengthen the quality of service being provided?

Additional Thoughts Regarding WSF



About 13% of respondents offered additional thoughts regarding the ferry system, and among those riders about one out of three (35%) mentioned terminal issues and about one in four (24%) mentioned employee issues. One in eight (16%) mentioned vessel issues.

Additional Thoughts Regarding the Ferry System
 (7% or greater mentions shown for 2017 - n=529 / 509)



Q111/112. Do you have any additional thoughts regarding the ferry system you would like to share?

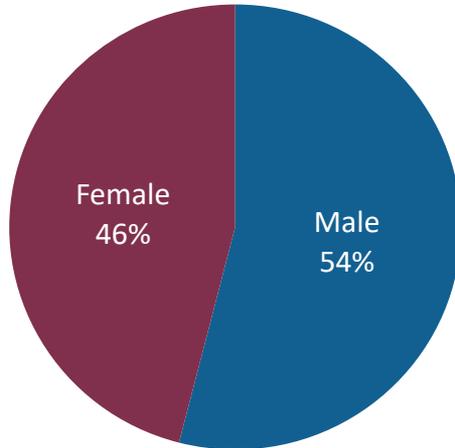


Appendix A – Demographics

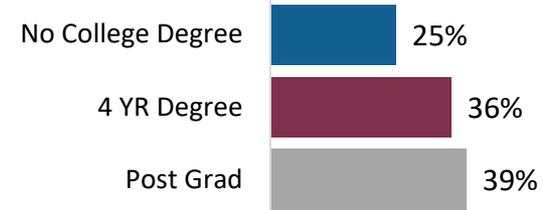
Demographics – Winter 2017



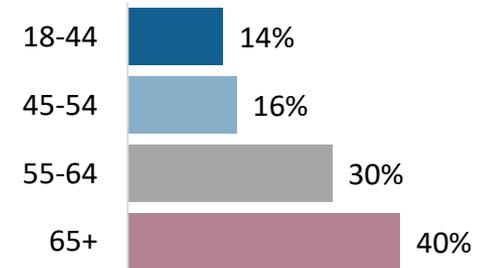
Gender



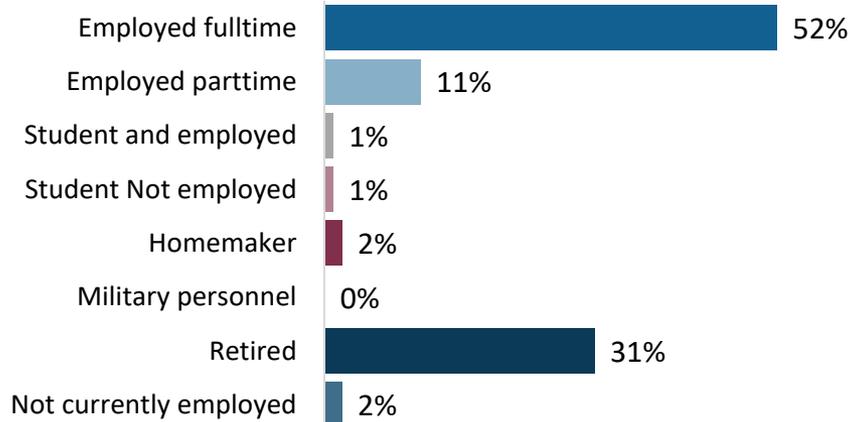
Education



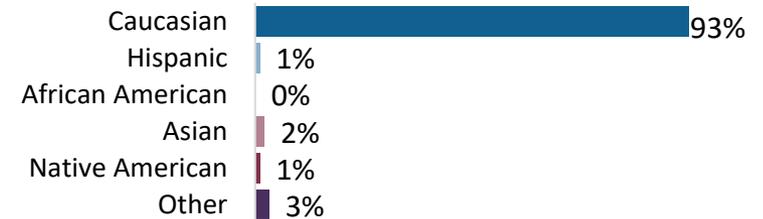
Age



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, boarding method, and ticket type based on their last trip taken. The weighting scheme used is displayed below.

	Veh. 0-14' Full	Veh. 0-14' Multi	Veh. 14-22' Full	Veh. 14-22' Multi	Over Size 22-50'	Over Size 50+'	Veh Other Disc	Veh Psngr Full	Veh Psngr Multi	Veh Psngr Other Disc	Foot Full	Foot Multit	Foot Other Disc	Foot Transt Pass
Sea/Brem	1.91	1.32	3.00	2.64	0.51	0.00	1.85	1.10	2.46	0.65	1.89	3.88	1.08	0.00
Sea/Bain	1.77	1.44	2.14	2.40	1.72	0.00	1.77	1.80	3.89	1.54	1.54	1.71	1.00	0.00
PD/Tah	1.57	2.32	4.36	2.52	1.56	0.00	2.15	2.60	2.33	3.72	0.00	0.00	9.35	0.00
Edm/King	2.21	1.90	1.81	2.14	1.45	0.00	1.70	1.71	2.60	1.48	1.13	0.94	1.28	0.00
Fau/Vashon	2.80	1.32	1.78	1.18	2.37	0.00	0.74	3.01	2.57	1.25	1.67	1.74	1.22	2.33
Fau/Sworth	0.59	7.70	1.23	2.01	0.69	0.00	1.77	1.77	0.00	0.52	0.24	0.15	0.14	0.00
Sworth/Vas	0.00	0.00	0.00	6.33	3.40	0.00	2.31	0.12	0.07	0.27	0.00	0.00	3.43	0.00
Coup/Pt.T	0.26	0.00	0.41	0.79	0.57	2.33	0.76	0.41	0.62	0.98	0.18	0.31	2.09	0.50
Muk/Clin	1.42	1.19	1.48	1.49	1.54	0.00	0.83	1.10	0.87	1.17	0.51	0.24	0.56	0.25
Ana/SJI	0.20	0.11	0.16	0.18	0.44	0.50	0.22	0.26	0.11	0.40	0.23	0.14	0.91	0.50
SJ Interisland	0.97	0.33	0.40	1.06	0.79	0.09	0.15	0.50	0.50	0.50	0.50	1.00	0.48	0.00



Appendix C – Open End Responses

Open End Questions



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

Question	Spreadsheet Tab Number
Q22a_23a. 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.	2
Q24b_25b. 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.	3
Q26c_27c. 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.	4
Q28d_29d. 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.	5
Q102. What specifically about your experience with the WSF terminal staff member made you dissatisfied? Please be as specific as possible.	6
Q32b_33b. 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.	7
Q34b_35b. 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.	8
Q36c_37c. 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 specific.	9
Q36d_37d. 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.	10
Q38e-39e. 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.	11
Q45a_46a. 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 specific.	12

Open End Questions, Cont.



Question	Spreadsheet Tab Number
Q47b_48b. 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.	13
Q49c_50c. 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.	14
Q52a_53a. 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.	15
Q54b_55b. 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.	16
Q56c_57c. 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.	17
Q58d_59d. 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.	18
Q61a_62a. 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.	19
Q63b_64b. 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.	20
Q65c_66c. 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.	21
Q22a_23a. You rated your satisfaction with the ferry passenger seating areas are clean and comfortable low. On which boat(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	22
Q74b_75b. You rated your satisfaction with the bathrooms on the ferries are clean and well maintained low. On which boat(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	23

Open End Questions, Cont.



Question	Spreadsheet Tab Number
Q76c_77c. You rated your satisfaction with WSF vessels are well maintained and safe low. On which boat(s) did you experience this unsatisfactory service level? What specific conditions made you dissatisfied? Please be as specific as possible.	24
Q82a_83a. You rated your satisfaction with WSF vessel crew is friendly, courteous and polite low. On which boat(s) did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	25
Q84b_85b. You rated your satisfaction with the WSF vessel crew is helpful, competent and knowledgeable low. On which boat(s) did you experience this unsatisfactory service level? What specific behaviors made you dissatisfied? Please be as specific as possible.	26
Q105. What specifically about your experience with the WSF vessel crew member made you dissatisfied? Please be as specific as possible.	27
Q89ab. What could WSF have done to have prevented (departing/arriving) late in your view?	28,29
Q92. What specifically about your experience with the WSF website made you dissatisfied? Please be as specific as possible.	30
Q95. What specifically about your experience calling WSF by phone made you dissatisfied? Please be as specific as possible.	31
Q115. What specifically about your experience with WSF reservation system made you dissatisfied? Please be as specific as possible.	32
Q96. 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.	33
Q112. Do you have any additional thoughts regarding the ferry system you would like to share?	34