



Washington State Transportation Commission
2016 Ferry Naming Quick Poll – FROG & VOWS Survey
Jan. 2016
Report

Methodology



- ❖ A total of 10,967 online surveys were completed between January 8, 2016 and January 19, 2016 using both the Voice of Washington State (VOWS) and Ferry Riders Opinion Group (FROG) panels.
- ❖ A total of 6,279 surveys were completed by VOWS panel and an additional 4,688 surveys completed by the FROG panel.
- ❖ There was no weighting done within or between the VOWS or FROG data sets. The results are thus representative only of those people that answered the quick poll.
- ❖ The ferry names for consideration were rotated across the total number of surveys so that each name showed up on top an equal number of times.

Ferry Naming - 2016

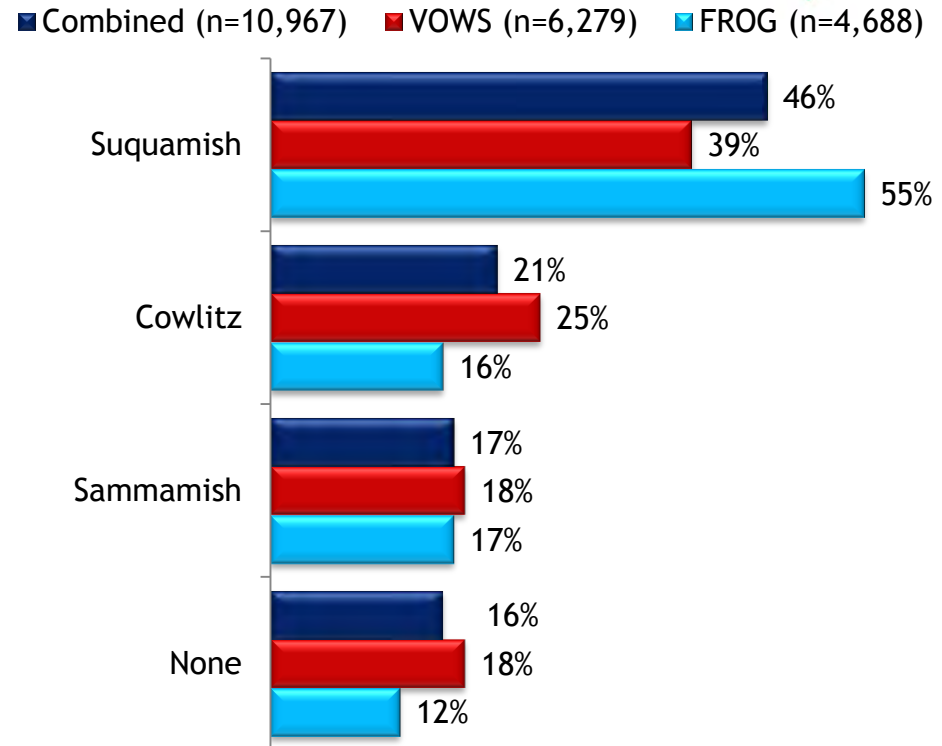


Top Ferry Name (VOWS/FROG Jan 2016)

SUQUAMISH The ancestral Suquamish have lived in Central Puget Sound for approximately 10,000 years. The major Suquamish winter village was at Old Man House on the shoreline of Agate Passage at d'suq'wub meaning "clear salt water." The Suquamish name translates into the "people of the clear salt water." Chief Seattle was an ancestral leader of the Suquamish Tribe, born in 1786 at the Old Man House Village in Suquamish

SAMMAMISH The Sammamish people were a Coast Salish Native American tribe in the Sammamish River Valley. Sammamish is a blend of two Native American words – samena, which means hunter and mish, which means people. The largest Sammamish village was tlah-WAH-dees at the mouth of the Sammamish River. In 1855, the United States government signed the Treaty of Point Elliott with the leaders of most of the Puget Sound Tribes and they were relocated. Descendants of the Sammamish dispersed into other tribes, including the Suquamish, Snoqualmie and Tulalip.

COWLITZ The Cowlitz tribe provided key assistance with pioneer transportation and commercial activities in what some historians refer to as the Cowlitz Corridor which linked the Columbia River valley with South Puget Sound communities long before Washington Territory was established. The Washington Territorial Legislature honored the tribe by naming one of our earliest counties for them. This county includes a broad flood plain located at the mouth of the Cowlitz River at the Columbia River that was a swamp in pre-European settlement days which some authorities believe was the source for the meaning of the name Cowlitz, which is "capturing medicine spirit."



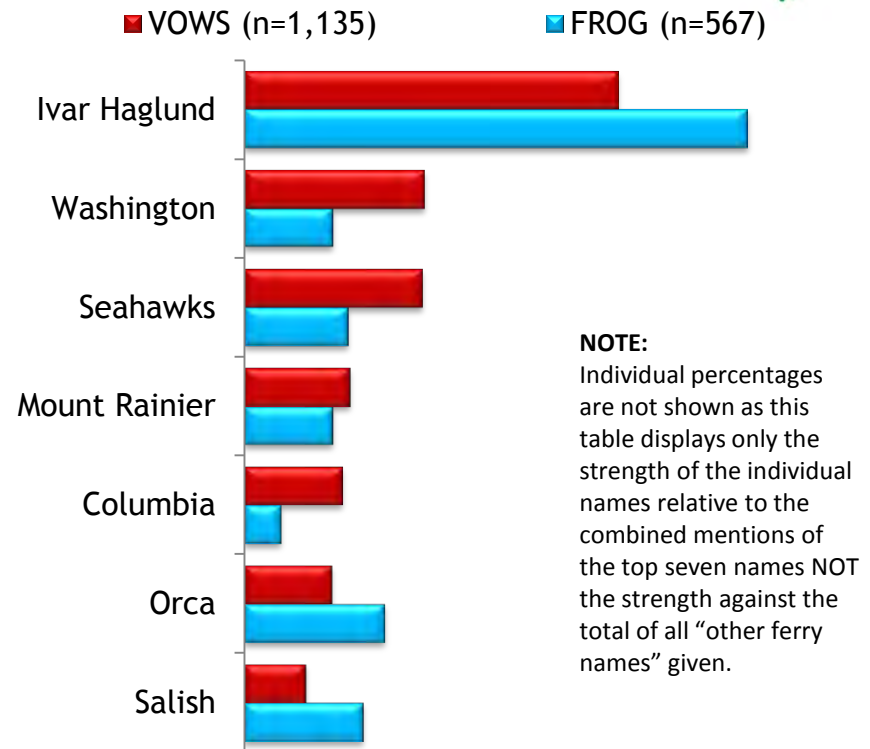
QUESTION: The Washington State Transportation Commission (WSTC) is considering three names for the next new ferry. In order for a name to be considered, the WSTC requires the proposed names demonstrate: a level of public support; have statewide meaning and significance; and be a suitable name for a Washington State Ferry. Names should have a connection to our state, and tie to such things as; state adopted symbols, tribal names, names of bodies of water, geographic locations, cities, counties, relate to nautical heritage, etc. The WSTC will make the final decision at their meeting in March 2016. The three names under consideration are listed below in no particular order, along with a short explanation of each. Please select your most preferred name.

Other Ferry Naming - 2016



The VOWS and FROG members that selected “none of the three names” as their preferred did offer many different suggestions for the next ferry’s name. The list at right shows the top 7 names from each panels. The most often mentioned name by both VOWS and FROG members was “Ivar Haglund.” VOWS members mentioned “Washington” and “Seahawks” second while FROG members mentioned “Orca” and “Salish.”

Top Seven Other Ferry Names (VOWS/FROG Jan 2016)



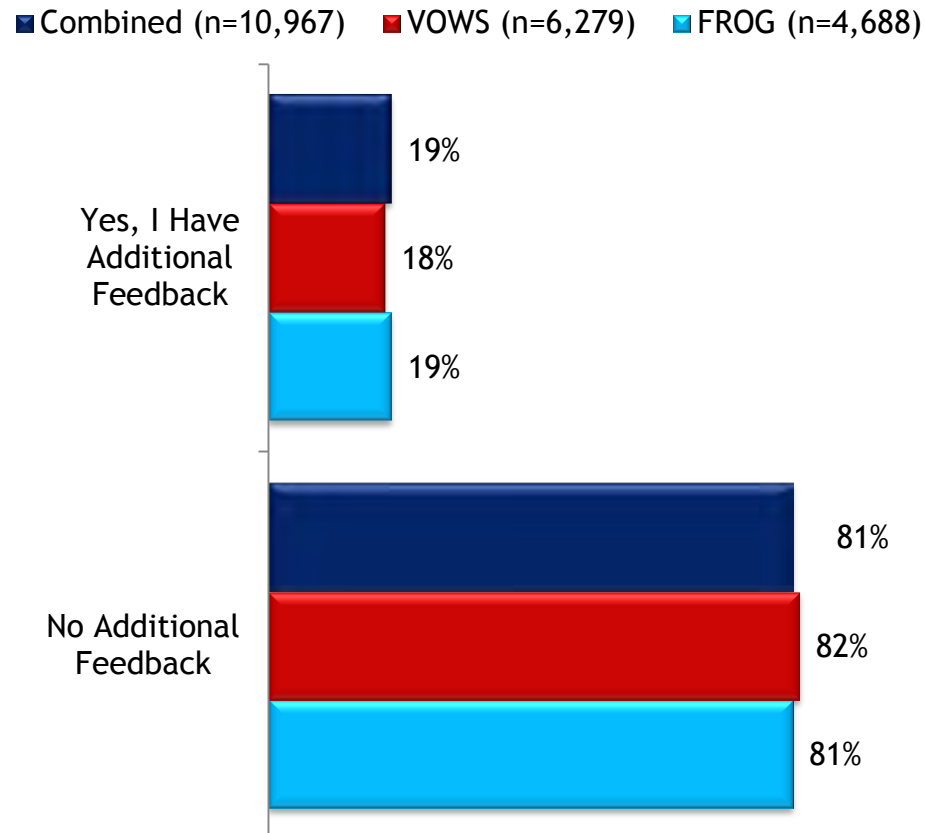
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Additional Comments



Additional Comments (VOWS/FROG Jan 2016)

About the same percentage of respondents from both the FROG and VOWS panel had additional comments. As expected, the focus of those comments differed based on which panel the members were from. However, given the ferry naming focus of this study a larger than normal percentage of the VOWS comments were about the WSF system and rules about ferry naming. The actual verbatim comments can be found on the study CD.



QUESTION: Do you have any **additional thoughts** regarding the State's transportation system?

Questionnaire



INTRO SCREEN:

The State of Washington will be adding another new ferry to our fleet and we want your help in picking the name for this new boat. The Transportation Commission will make the final name selection at their March 15/16 meeting.

The survey should take no more than 3 minutes to complete. Please press NEXT to start the survey.

Q1 SCREEN

The Transportation Commission is considering three names for the next new ferry. In order for a name to be considered, the commission requires the proposed name demonstrates: a level of public support; have statewide meaning and significance; and be suitable as a name for a Washington State Ferry. Names should have a connection to our state, and tie to such things as: state adopted symbols, tribal names, names of bodies of water, geographic locations, cities, counties, related to nautical heritage, etc.

The three names under consideration are listed below in no particular order, along with a short explanation of each. Please select your most preferred name (or none of the above) and press NEXT when done.

SUQUAMISH: The ancestral Suquamish have lived in Central Puget Sound for approximately 10,000 years. The major Suquamish winter village was at Old Man House on the shoreline of Agate Passage at d'suq'wub meaning "clear salt water." The Suquamish name translates into the "people of the clear salt water." Chief Seattle was an ancestral leader of the Suquamish Tribe born in 1786 at the Old Man House Village in Suquamish.

SAMMAMISH: The Sammamish people were a Coast Salish Native American tribe in the Sammamish River Valley. Sammamish is a blend of two Native American words – samena, which means hunter and mish, which means people. They were also known to early European-American settlers as "Squak", "Simump" and "Squowh". The largest Sammamish village was tlah-WAH-dees at the mouth of the Sammamish River. In 1855, the United States government signed the Treaty of Point Elliott with the putative leaders of most of the Puget Sound Tribes and they were relocated. Descendants of the Sammamish dispersed into other tribes, including the Suquamish, Snoqualmie and Tulalip.

COWLITZ: The Cowlitz tribe provided key assistance with pioneer transportation and commercial activities in what some historians refer to as the Cowlitz Corridor which linked the Columbia River valley with South Puget Sound communities long before Washington Territory was established. The Washington Territorial Legislature honored the tribe by naming one of our earliest counties for them. This county includes a broad flood plain located at the mouth of the Cowlitz River at the Columbia River that was a swamp in pre-European settlement days which some authorities believe was the source for the meaning of the name Cowlitz, which is "capturing medicine spirit."

NONE OF THE ABOVE: I would not recommend any of these names – Below is what I would suggest:

Questionnaire



Q2 Screen

Do you have any additional thoughts regarding the State's transportation system?

1. No additional feedback
2. Yes, I have additional feedback

Thank you for giving us your opinion. We appreciate your time and interest. We value your insight. Please press NEXT to complete the survey.



THANK YOU!

For More Information Contact:

Reema Griffith, WSTC Executive Director

Bill Young, Survey Program Project Manager

360.705.7070