



Washington State
Transportation Commission



WSTC Online Public Input Program

*Ferry Rider Opinion Group
Survey Panel*

FERRY RIDERS OPINION GROUP (FROG)



- Started in 2008 - Current Panel Size: 20,742
- 13,939 Active FROG Members (Have Done 1 Or More Surveys)
- Done Over 20 FROG Surveys – Most With 5,000 Responses
- FROG Members Come To Us Via:
 - **Random On-board Recruiting On Every Route Across All Time Periods**
 - **Invitation In 2013 To Riders From WSF Random O&D Study**
 - **Invitation In 2015 To All Users Of WSF Reservation System**
 - **WSF And WSTC Website Links To FROG Signup Page**
 - **Numerous Local Newspaper Articles With Links To FROG Signup Page**
 - **“Recruit A Friend” Emails Sent By FROG Members To Encourage Sign-up**
- 2016 Recruiting Plan: Summer On-board Recruiting, “Recruit A Friend” Emails, Conduct “Quick Polls”
- 2015/17 Budget: FROG Funding Cut From \$350k To \$200k

PAST FROG SURVEYS



Past Types Of Surveys Conducted:

- New Winter Riders - On-board Recruiting to FROG panel
- Winter Period WSF Performance Survey
- Freight Customer Survey
- Fare Elasticity of Demand Research Survey
- Capital Funding Survey
- Mode Shift Research Survey
- Reservations Satisfaction Survey
- General Public Attitude Survey
- Ferry Naming Survey
- New Summer Riders - On-board Recruiting to FROG panel
- Summer Period WSF Performance Survey
- Fall Ferry Policy Survey

FROG 2016 SURVEY PROGRAM



- Ferry Naming Survey ✓
 - Input On Names For The Next New Ferry
- Winter WSF Performance Survey
 - Collect input on WSF Performance
- Freight Riders Survey
 - Collect Input From Freight Users of WSF
- Reservation Satisfaction Survey
 - Determine Level Of Satisfaction With Reservation System By Users
- General Puget Sound Basin / Statewide Survey
 - General Attitudes Towards WSF By Statewide Residents (Using VOWS Panel)
- Non-Frog Member Recreational Survey
 - Non-frog Riders Input and Attitudes Towards WSF
- Summer Recreational Rider & General Policy Survey
 - Collect Input On Recreational Usage and General Policy Issues

WINTER WSF PERFORMANCE SURVEY



- **Winter Survey is Based On Two RCW Requirements**
 - RCW 47.64.355 – Track Over Time, System Performance Measures
 - RCW 47.60.286 – Inform Operational, Pricing, and Planning Decisions
- **Methodology**
 - Use An On-line Survey With FROG Members
- **Performance / Satisfaction Section** (Tracking Questions)
 - Overall: Level Of Satisfaction With WSF Overall
 - Terminals: Clean And Well Maintained
Comfortable (Seating, Temperature, Etc.)
 - Walk On: Adequately Coordinated With Transit
Adequate Parking Near Terminals
Easy Loading / Unloading
Loading Procedures Are Efficient
Unloading Procedures Are Efficient

WINTER PERFORMANCE SURVEY



- **Performance / Satisfaction Section** (Tracking Questions)

- Car/Booth: Toll Booth Staff Is Friendly, Courteous And Polite
Buying Tickets Easy And Quick
Efficiently Processes Vehicles
- Car Loading: Loading Crew Friendly, Courteous And Polite
Loading Procedures Are Efficient
Loads Ferries To Capacity
Given Clear Directions And Hand Signals
Consistency Of Hand Signals
- Car/Unload: Unloading Crew Is Friendly, Courteous And Polite
Unloading Procedures Are Efficient
Provides Clear Directions And Hand Signals
- Boat Seating Areas Are Clean And Comfortable
Bathrooms Are Clean And Well Maintained
Vessels Are Well Maintained (Not Rusty/Dirty) And Safe (Not Cluttered)

WINTER PERFORMANCE SURVEY



- **Performance / Satisfaction Section** (Tracking Questions)
 - Boat Crew: Friendly, Courteous And Polite
Helpful, Competent And Knowledgeable
Interaction With Crew
 - WSF: Has On-time/Dependable Departures
Has On-time/Dependable Arrivals
 - Website: How Satisfied Were You With Your Experience?
 - Phone: How Satisfied Were You With Your Experience?

All Respondents Who Are Dissatisfied Are Asked About Specific Issues:

- Specific Boats / Terminals / Run Times So We Can Pinpoint Where The Problem Took Place
- To Tell Us The Specific Issues That Made Them Dissatisfied



- **Methodology**
 - Telephone Interviews With Freight Company Decision-makers Who Schedule Commercial Vehicle Travel On WSF
- **Past Areas of Investigation**
 - Fleet Size/Characteristics/Makeup
 - WSF Route Usage And Frequency
 - Change In Fleet Frequency Of Usage
 - Reasons For Change In Frequency Of Usage
 - Factors Influencing Usage
 - Flexibility To Select Travel Times
 - Degrees That Wait Times Are A Problem
 - Strategies To Minimize Wait Times
 - Reaction To Reservation Issues
 - Reactions To Congestion Pricing Issues
 - General Suggestions For Improving WSF Service



- **Methodology**

- General Residence Of The Puget Sound Basin & Statewide
- Conduct An On-line Survey With Vows Members - They Represent The Light To Infrequent Users Of WSF Compared To Frog Panel Members

- **Past Areas of Investigation**

- General Ridership & Route Used
- Ridership Purpose
- Ridership Frequency
- Change In Ridership Frequency
- Reasons For Decrease Or Increase In Ridership
- Impact On Ridership Of Key Service Improvements
- Importance Of Ferries To Both Region & State
- Attitudes Towards Who Should Pay For Ferries Operations
- Attitudes Towards Who Should Pay For Ferries Capital Needs

RESERVATION SATISFACTION SURVEY



- **Methodology**

- Conduct An On-line Survey With FROG Members Who Have Used The WSF Reservation System In The Past Year

- **Past Areas of Investigation**

- Usage Of WSF Reservation System
- Overall Level Of Satisfaction In Using WSF Reservation System
- Specific Problem Areas Encountered When Completing A Reservation
- Areas Of Reservation System Users Are Satisfied With
- Percent Of Multiple Reservations Made For Same Trip
- Handling Of Reservation Customers When They Arrive At The Terminal
- Handling Of No-show Fees And Reservation Fee Reversals
- Perceived Reasonableness Of Current Reservation System
- Typical Lead Time Before Travel People Work With
- Suggestions For Improvement

RECREATIONAL RIDER & POLICY SURVEY



- **Methodology**

- In July/August, Go On All Routes During Heavy Traffic Times To Intercept Non-FROG Riders And Ask Them Key Questions On Their Recreational/Occasional Usage Of WSF
- Following The Summer Period, Conduct An On-line Survey With FROG Members Who Have Travelled During The Summer Period

- **Past Areas of Investigation For Recreational Section**

- Usage Of WSF For Recreational Or Social Purposes
- Mode Of Usage (And Vehicle Size) Of WSF For Recreational Or Social Purposes
- Type Of Ticket Used, Purpose Of Trip, Single/Multiple Routes Used
- Ferry Fare As Percent Of Total Recreational/Social Trip Costs
- Reason For Choosing WSF For The Recreational/Social Trip Travel
- Likelihood Of Using WSF Again For Recreational/Social Trip

RECREATIONAL RIDER & POLICY SURVEY



- **Methodology**
 - The Policy Section Is Part Of The Post Summer Period On-line Survey And Is Asked Of Both Recreational and Non-Recreational FROG Members
- **Past Areas Of Investigation Designed to Inform Operational, Pricing, and Planning Decisions**
 - Adjusting % Of Costs That Riders Pay
 - Passenger/Walk-on Vs Vehicle Fare Increase Ratios
 - Usage Of Tacoma Narrows Bridge To Travel For Less On Ferry/Bridge
 - Impact On Walk-on Riders Of Change To Transit Schedule
 - Ferry Usage Changes Over Time
 - Changes In Driving Habits Over Last Year
 - Sharing Multi-ride Pass
 - Household WSF Usage
 - Car Size Fare
 - Current Possession Payment Cards/Pass

2016 FROG STUDY SCHEDULE



- January ✓ Ferry Naming Survey - *Online FROG & VOWS*
- March/April Winter Performance Survey – *Online FROG*
- April/ May Freight WSF Users Survey – *Executive Telephone*
- May/ June General Public WSF Attitude Survey – *Online VOWS*
- June Reservation Survey – *Online FROG*
- July/August Non-frog Recreational Survey – *Onboard Intercepts*
New FROG Members – *Onboard Intercepts*
- Sept./Oct. Recreational & Policy Survey – *Online FROG*
- December Final Consolidated FROG Report



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THANK YOU!

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