EMC RESEARCH
MARKET & OPINION RESEARCH SERVICES

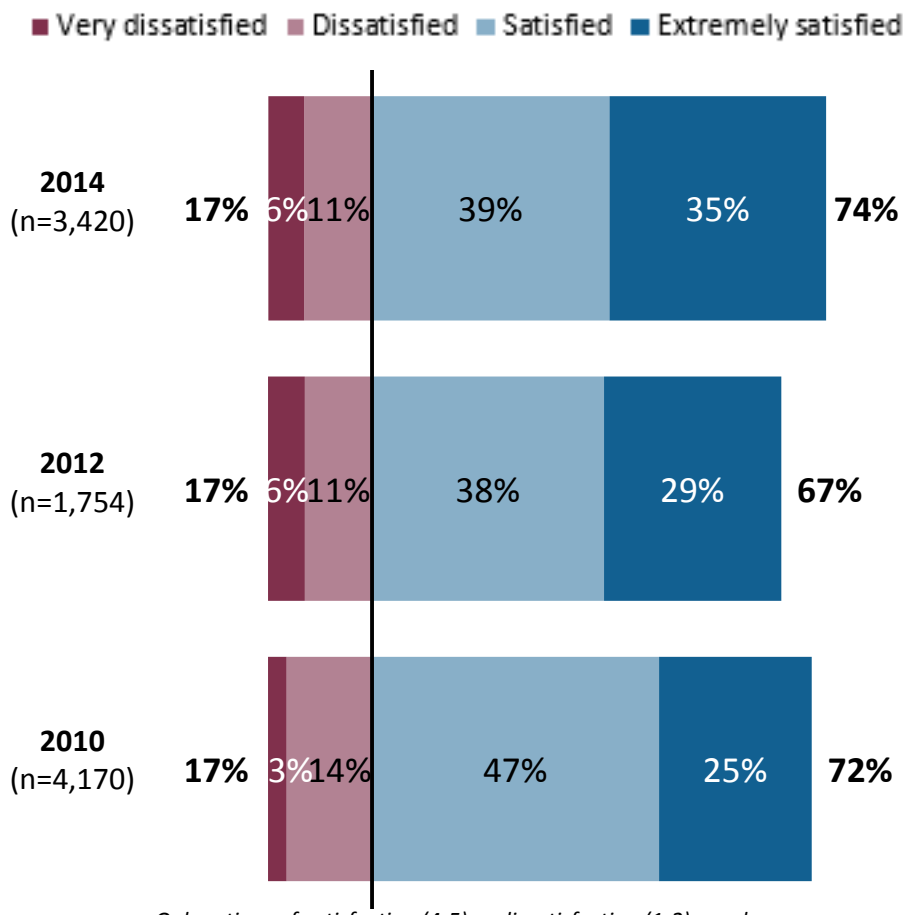
Washington State Transportation Commission

Washington State Transportation Commission
Ferry Rider Opinion Group
Winter Performance 2014 – **Full Report**

Overall Satisfaction

Total Satisfaction with WSF has increased to above 2010 levels, with Dissatisfaction remaining constant, indicating that those who moved to a more neutral position between 2010 and 2012, have moved back to a positive position.

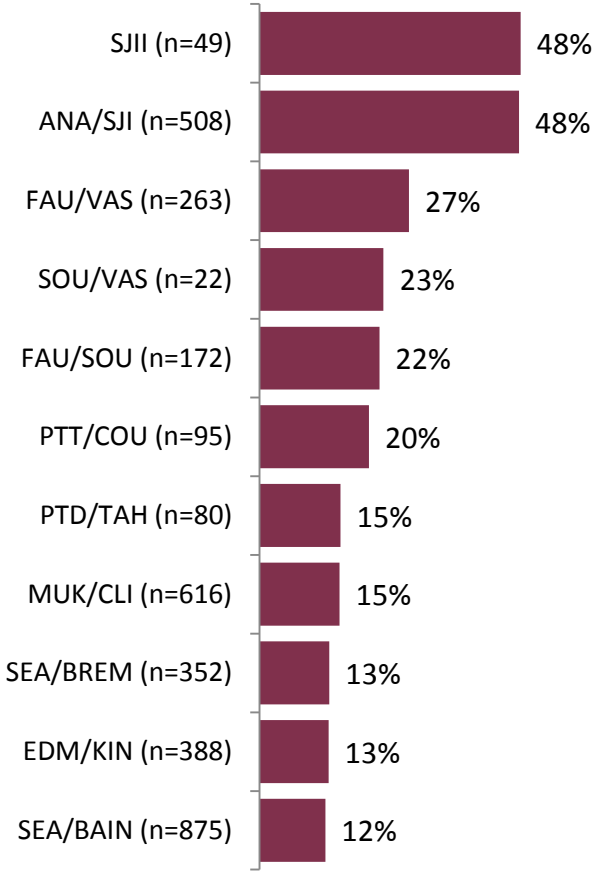
Overall Satisfaction with WSF



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

Overall Dissatisfaction by Route

(Total Dissatisfied)



2012	Shift
50%	**-2%**
33%	***+15%***
17%	***+10%***
12%	***+11%***
32%	**-10%**
28%	**-8%**
18%	**-3%**
16%	**-1%**
19%	**-6%**
16%	**-3%**
13%	**-1%**

Q1. For this survey, we are interested in your experiences and opinions of Washington State Ferries during the Winter Schedule period, January 3rd-March 27th. All things considered, how satisfied are you with the service provided by Washington State Ferries?

Satisfaction by Attribute - Tracking

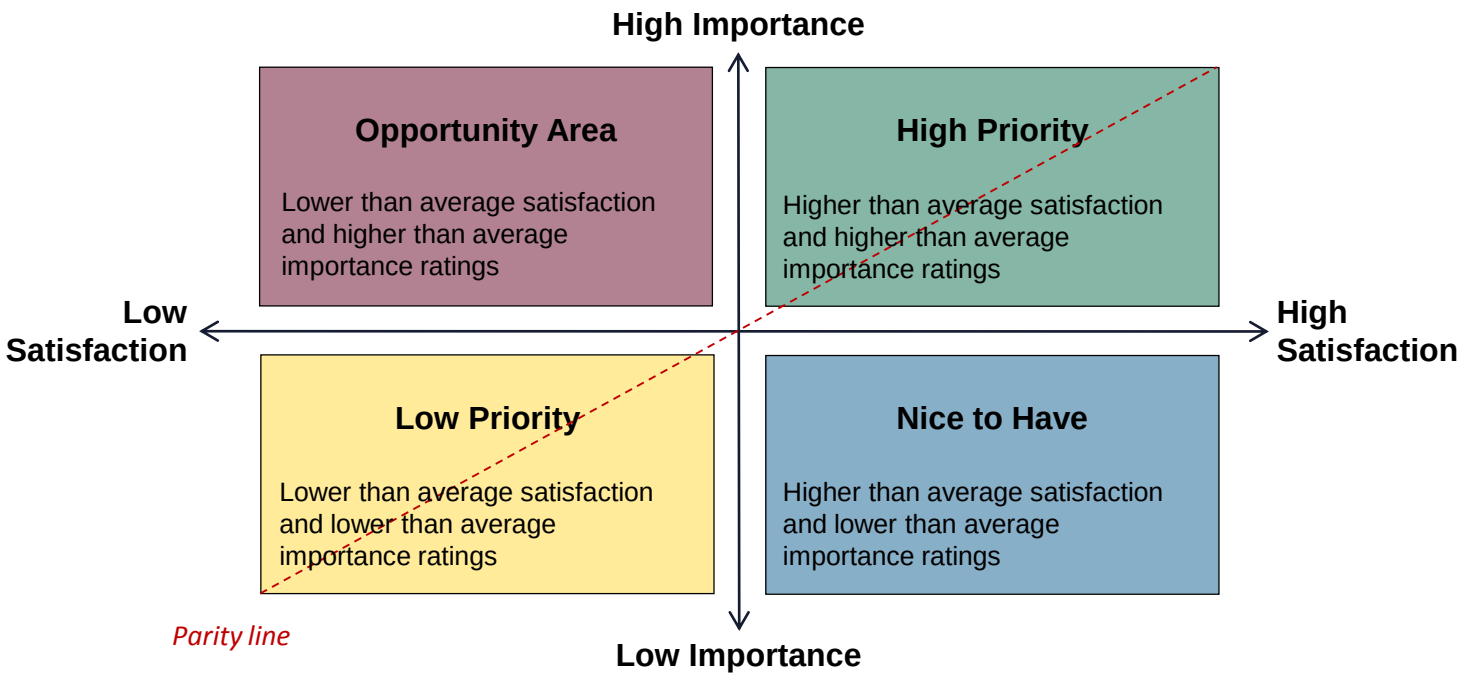
Almost all attributes have seen an decrease in total dissatisfaction from 2012

- The following table present an overview of the following slides containing the quad chart analysis
- The following table shows the total dissatisfaction (1-2) of each individual attribute, relative to the 2012 dissatisfaction.
  - The **Difference** is 2014 dissatisfaction minus 2012 dissatisfaction

Code	Attributes	Dissatisfaction		
		2014	2012	Difference
6	Adequate parking near terminals	26%	37%	**-11%**
4	Terminal bathrooms clean	21%	--	**--**
2	Terminals are comfortable	16%	16%	**0%**
5	WSF and Transit schedules coordinated	14%	19%	**-5%**
16	Loading crews provide clear directions	13%	15%	**-2%**
12	Efficiently processes vehicles	11%	14%	**-3%**
7	Easy loading/ unloading for walk-on	10%	13%	**-3%**
13	Vehicle loading crew is friendly	9%	9%	**0%**
14	Loading procedures efficient	9%	11%	**-2%**
8	Passenger loading efficient	8%	10%	**-2%**
22	Vessels are well maintained	8%	10%	**-2%**
21	Ferries Bathrooms are clean	8%	11%	**-3%**
9	Passenger unloading efficient	8%	12%	**-4%**
3	Terminal Staff is helpful	8%	--	**--**
1	Terminals are clean	7%	9%	**-2%**
18	Unloading procedures efficient	7%	9%	**-2%**
15	Loads ferries to capacity	7%	11%	**-4%**
11	Buying tickets easy and quick	5%	6%	**-1%**
20	Passenger seating areas are clean	5%	7%	**-2%**
24	Vessel crew is helpful	4%	4%	**0%**
19	Unloading crews provide clear directions	4%	4%	**0%**
10	Toll booth staff is friendly	4%	5%	**-1%**
23	Vessel crew is friendly	4%	6%	**-2%**
17	Unloading crew is friendly	3%	4%	**-1%**

Gap Analysis

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

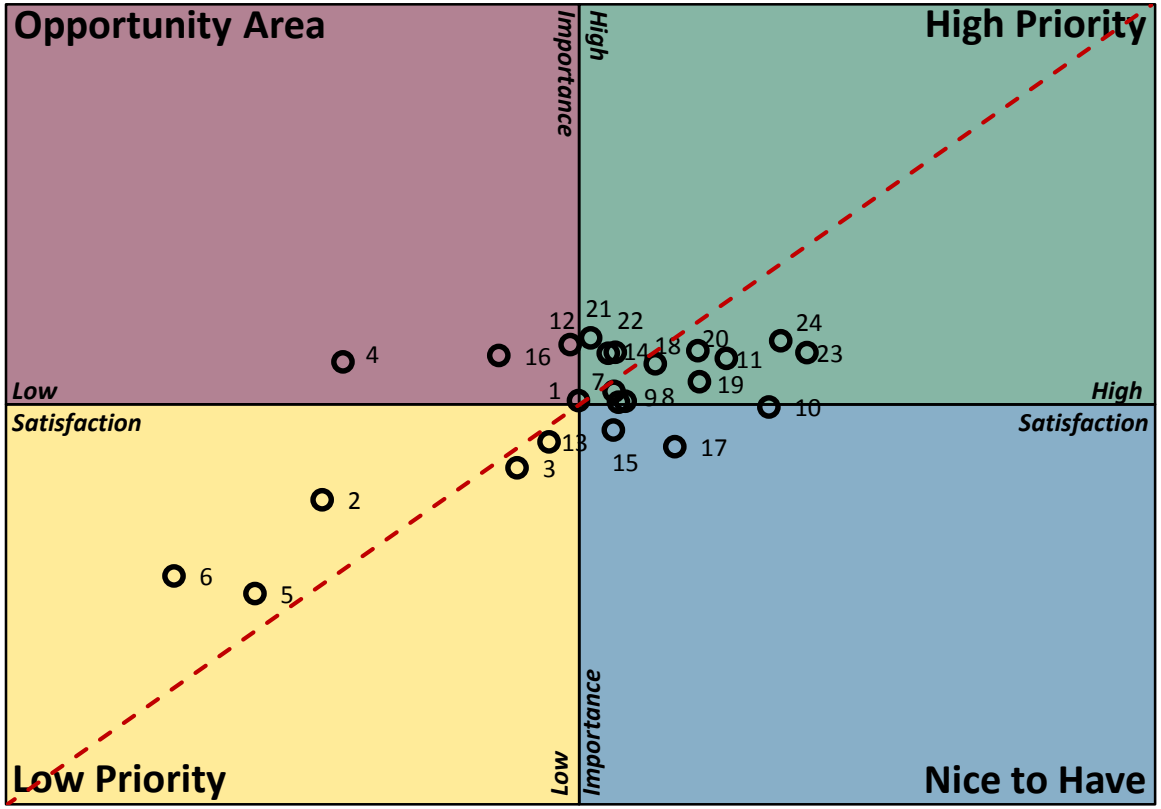


Gap Analysis: Overall

Opportunity areas: *Clean terminals and bathrooms, Loading crews providing clear directions, and Efficient processing of vehicles.*

	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=3144-1336)***

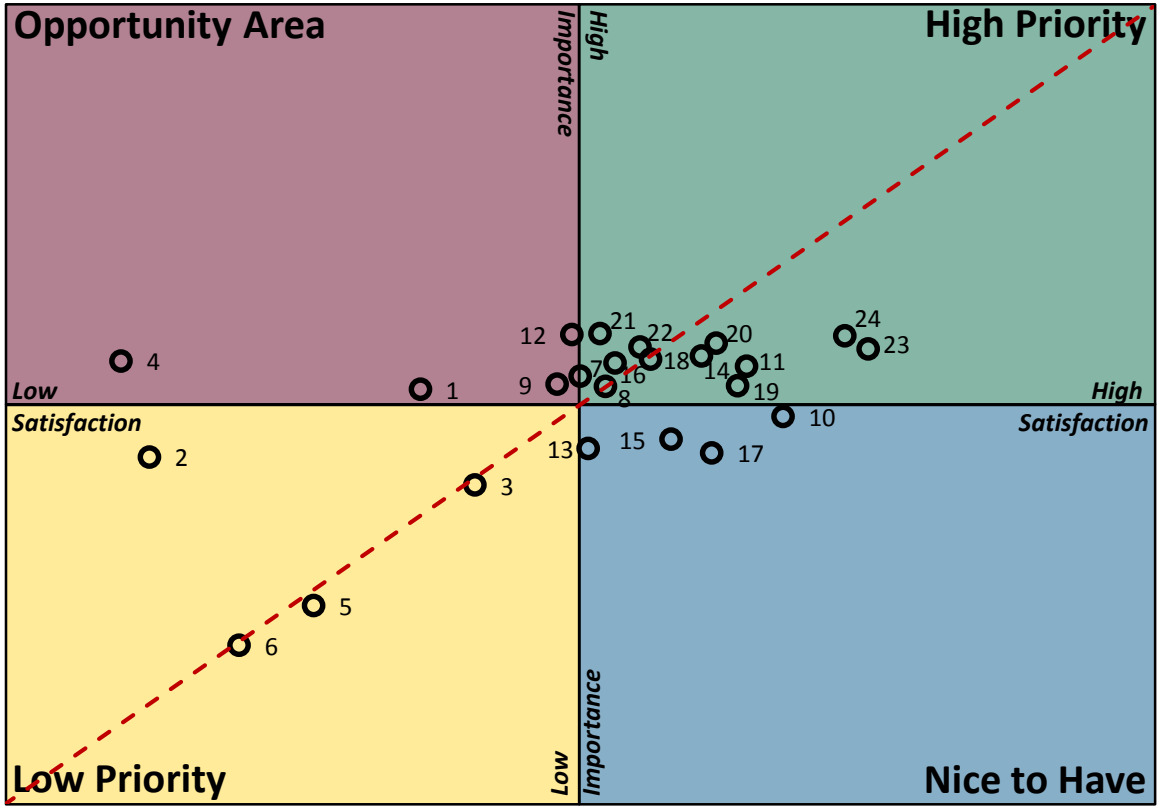


Gap Analysis: Seattle/ Bainbridge

Opportunity areas: *Terminals and terminal bathrooms cleanliness, Passenger unloading efficiency, and efficiency of processing vehicles*

	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=923-392)***

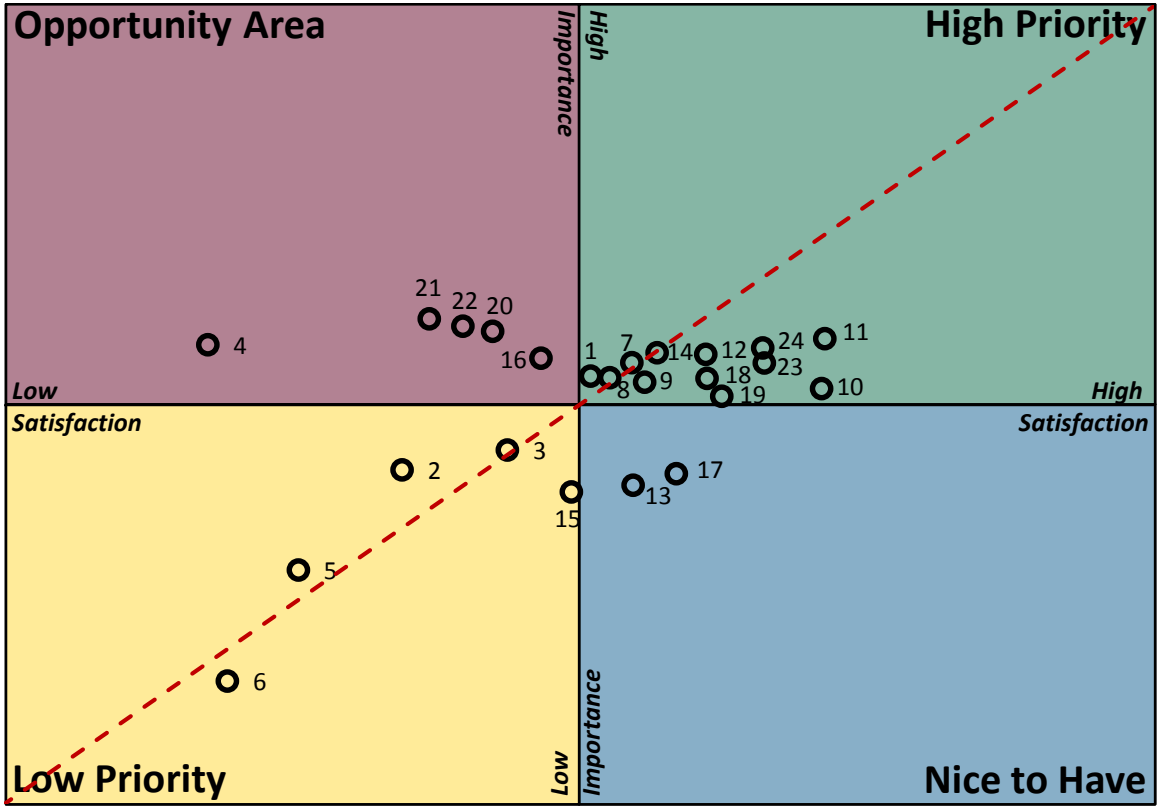


Gap Analysis: Seattle/ Bremerton

Opportunity areas: *Terminal bathroom cleanliness, Clean; passenger seating areas, Ferry bathrooms, Vessel maintenance, and directions from loading crews.*

	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=373-159)***

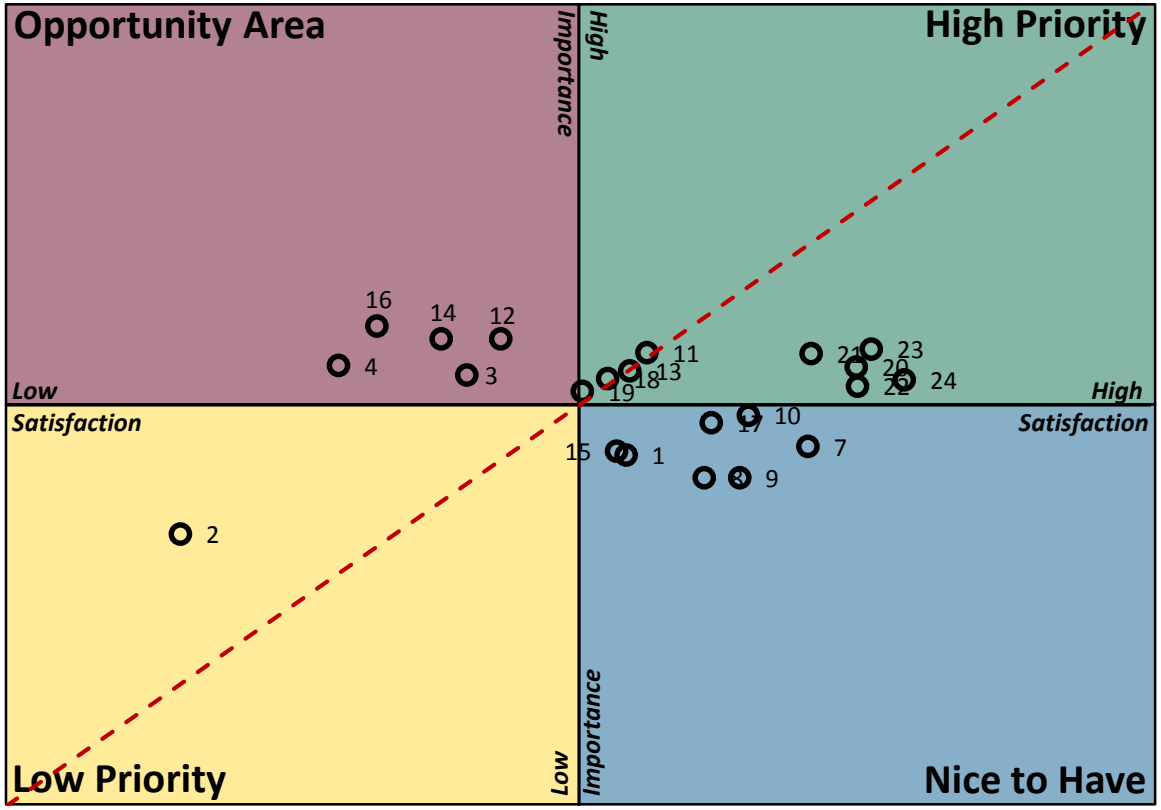


Gap Analysis: Point Defiance/Tahlequah

Opportunity areas: *Bathroom cleanliness, Loading crew's directions, Loading procedures, Vehicle processing, and terminal staff helpfulness.*

	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=95-40)***



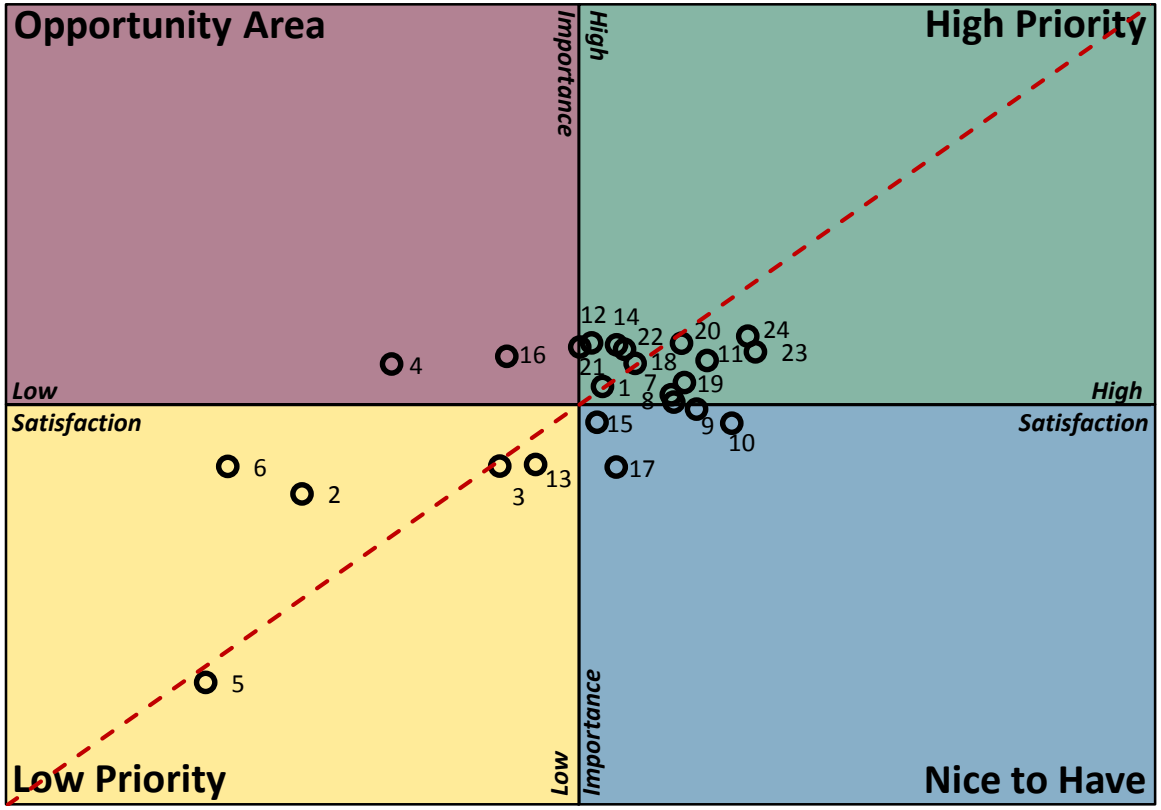
* 5 & 6 are outside of displayed graph area.

Gap Analysis: Edmonds/Kingston

Opportunity areas: *Terminal bathroom cleanliness, and Lading crew's directions.*

	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=530-225)***

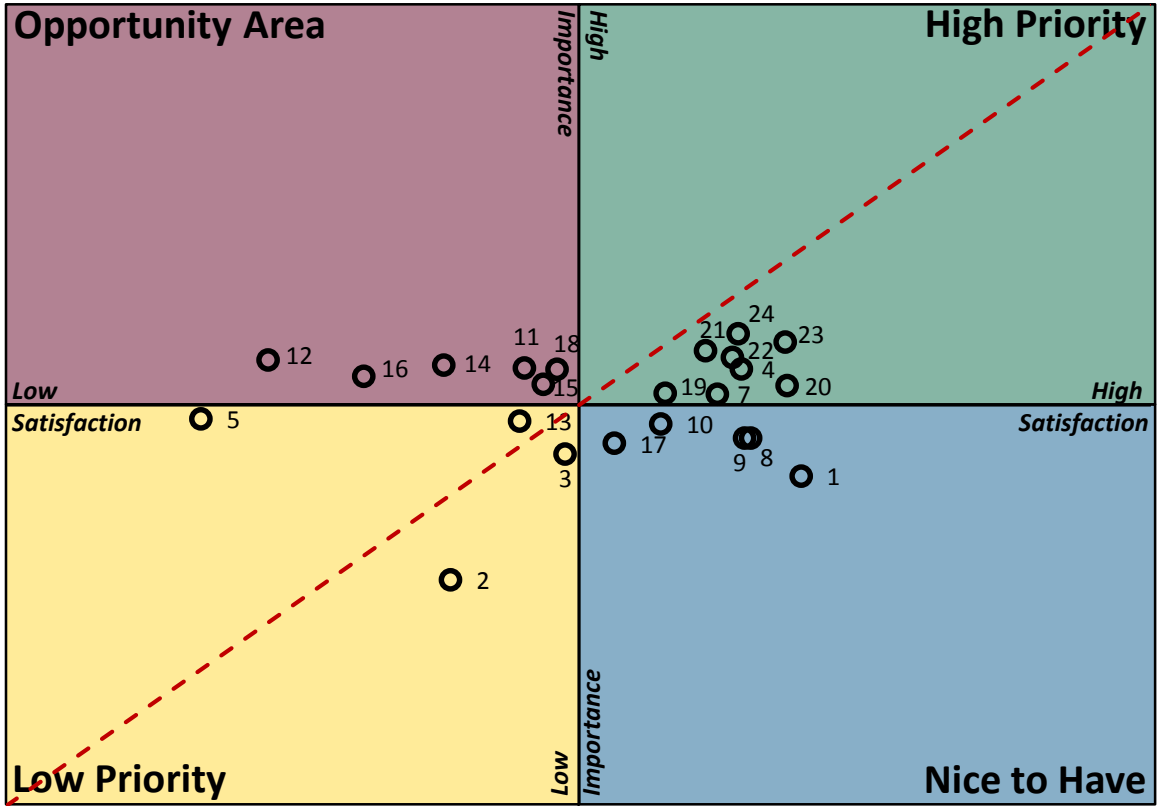


Gap Analysis: Fauntleroy/Vashon

Opportunity areas: *Vehicle processing efficiency, Loading crew's directions, Loading procedures, Loading ferries to capacity, Ticket buying, and Unloading procedures.*

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

Satisfaction vs. Importance Ratings ***(n=280-119)***

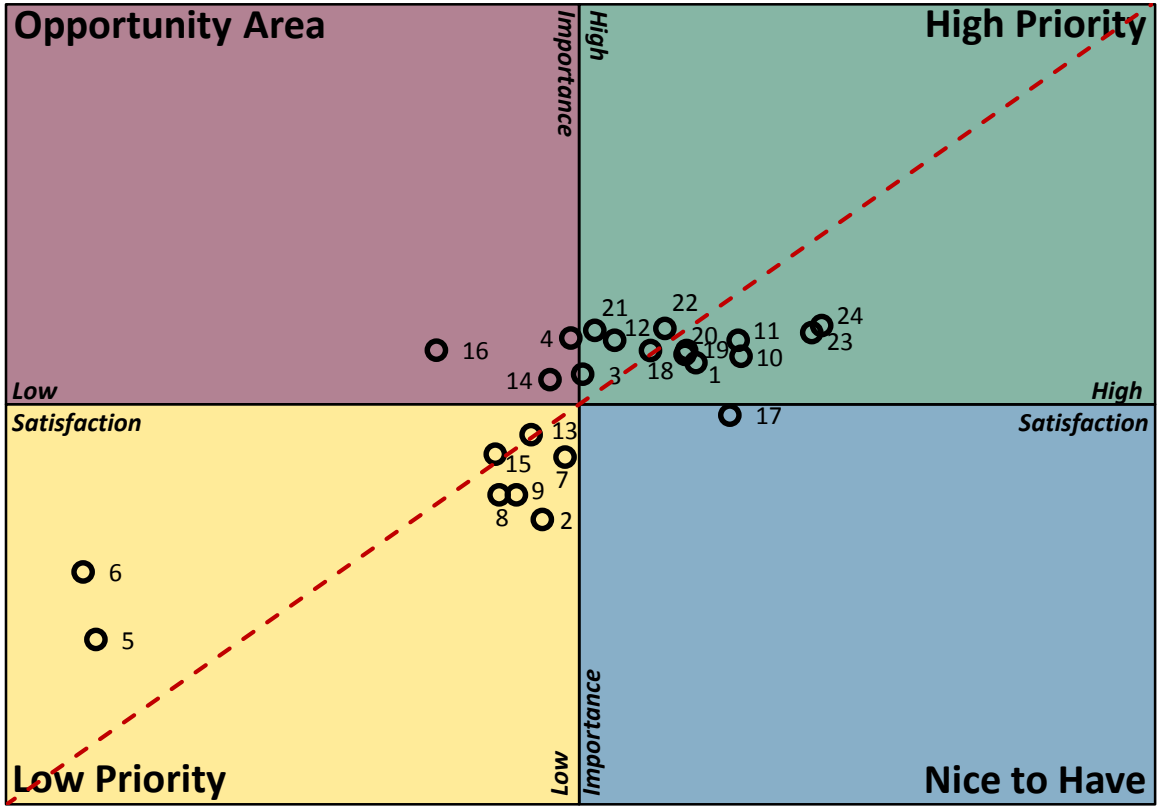


Gap Analysis: Fauntleroy/Southworth

Opportunity areas: *Loading crew's directions, Terminal bathroom cleanliness, and loading procedures.*

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

Satisfaction vs. Importance Ratings ***(n=116-49)***

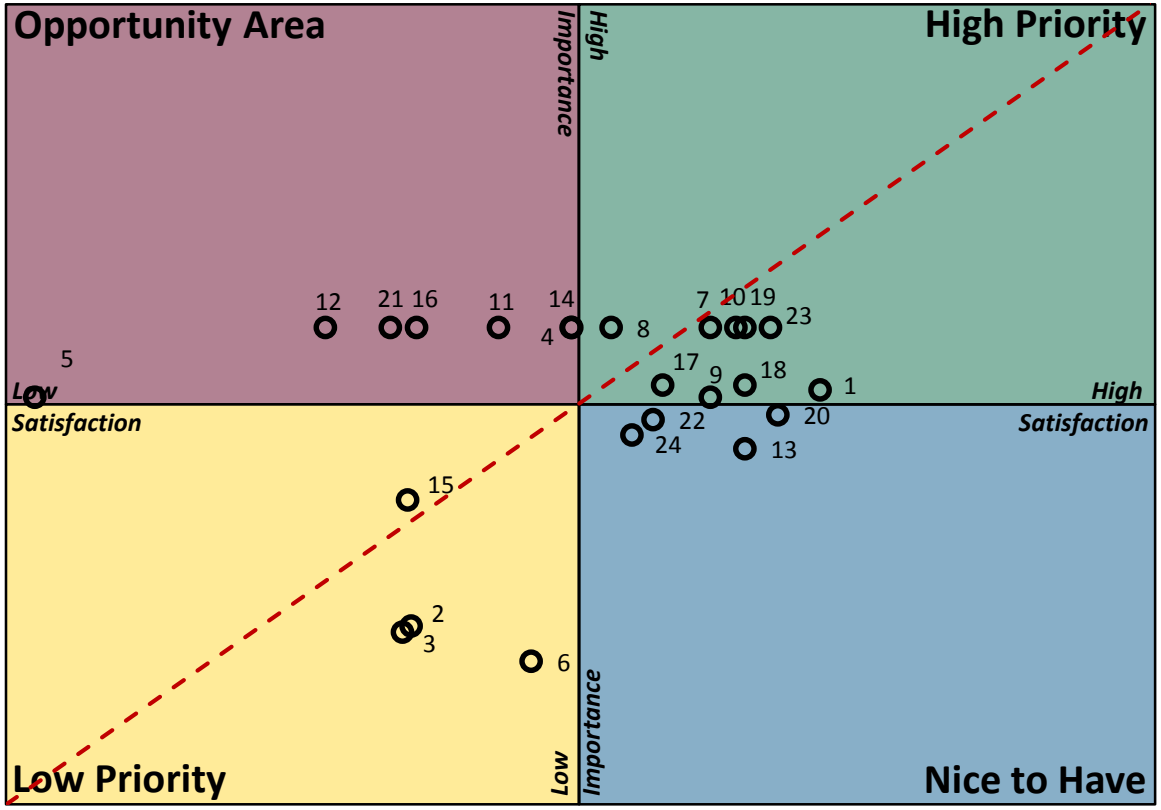


Gap Analysis: Southworth/ Vashon

Opportunity areas: *Vehicle processing efficiency, ferry and terminal bathroom cleanliness, Loading crew's directions, ticket buying, loading procedures, and transit schedule's coordination.*

	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=28-12)***

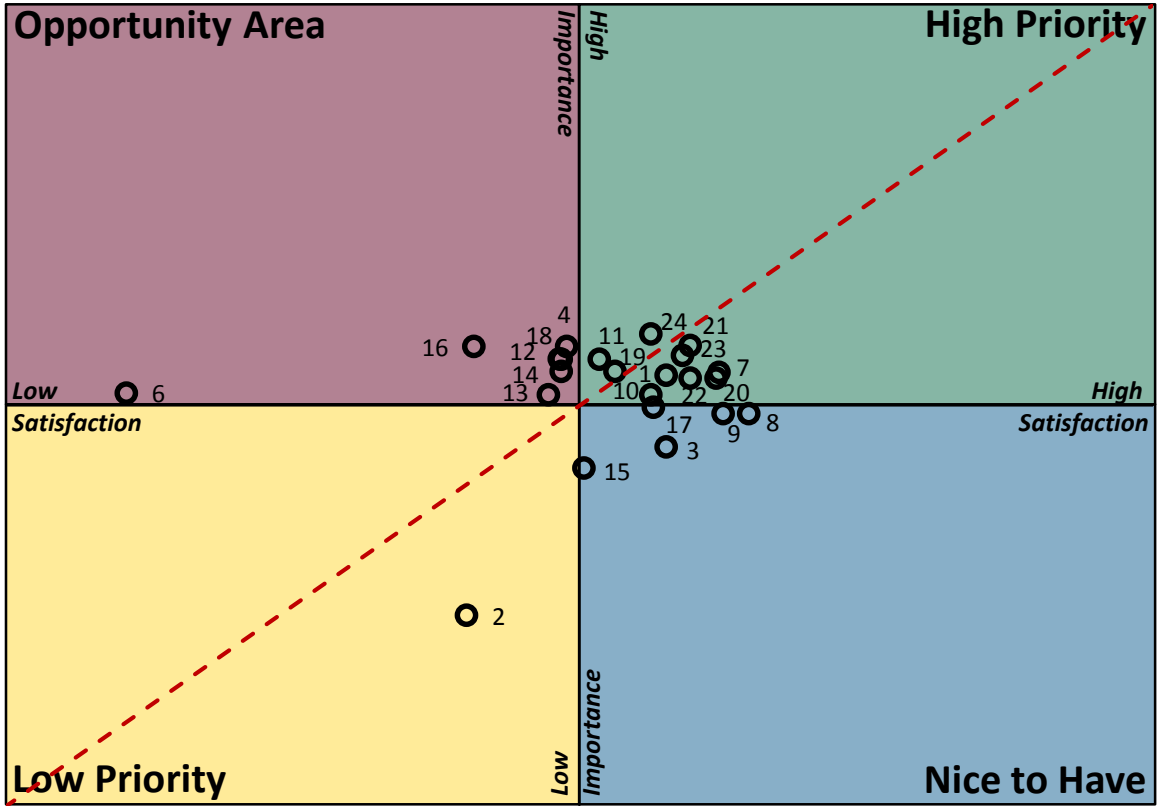


Gap Analysis: Coupeville/ Pt. Townsend

Opportunity areas: *Terminal parking, loading crew's directions, terminal bathroom cleanliness, unloading and loading procedures, and loading crew friendliness.*

	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=72-30)***

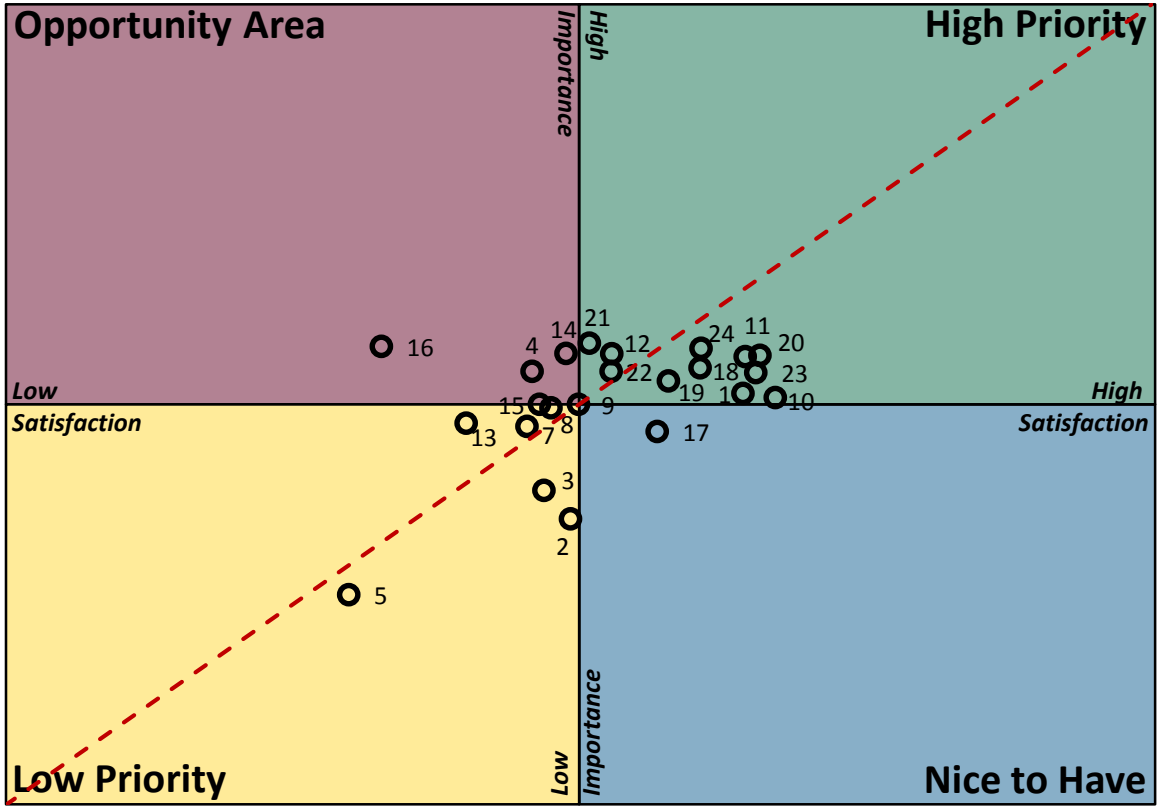


Gap Analysis: Mukilteo/Clinton

Opportunity areas: *Loading crew's directions, terminal bathroom cleanliness and loading procedures.*

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

Satisfaction vs. Importance Ratings ***(n=532-226)***

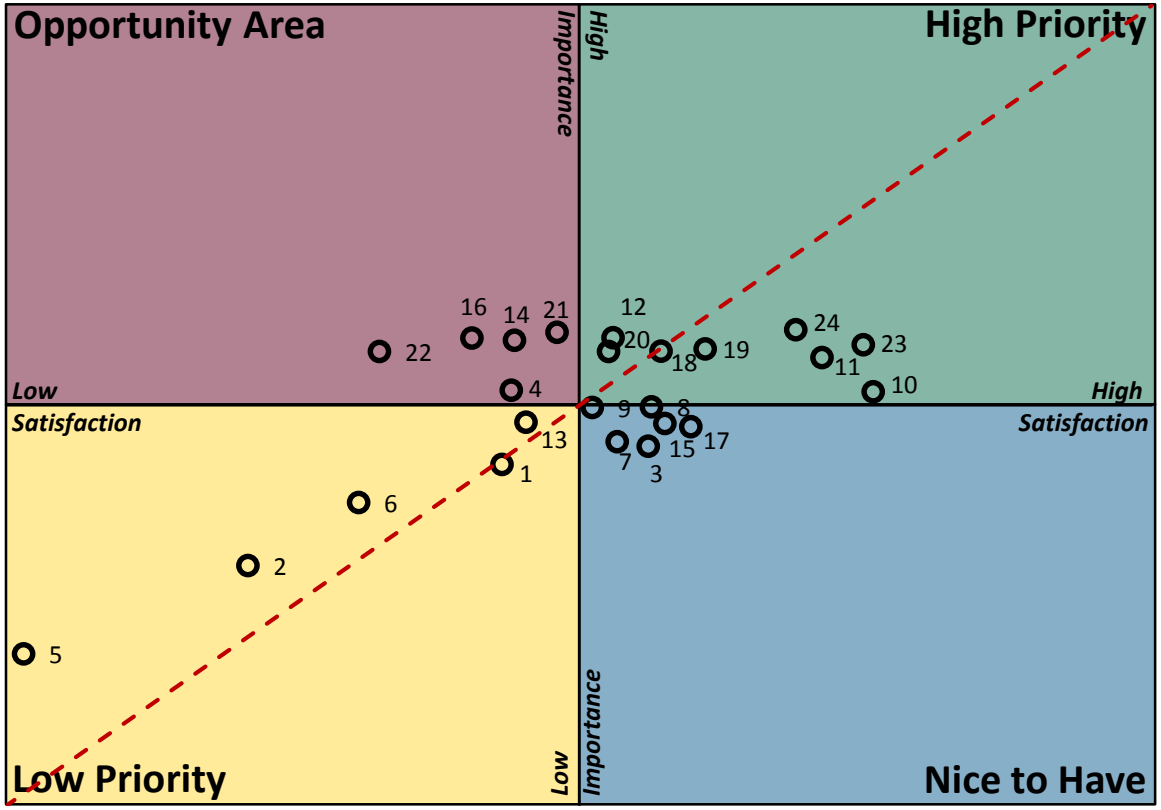


Gap Analysis: Anacortes/ San Juan Islands

Opportunity areas: *Vessel maintenance, loading crew's directions, loading procedures, ferry and terminal bathroom's cleanliness.*

	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=188-80)***

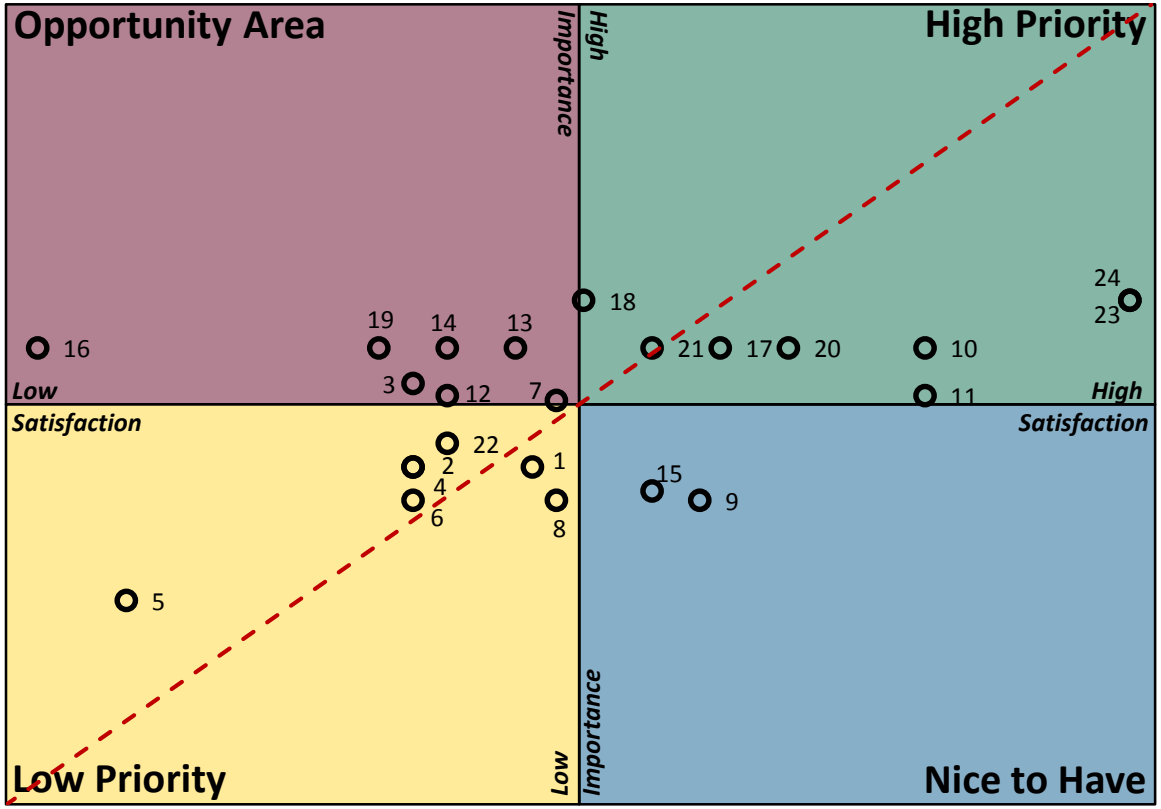


Gap Analysis: San Juan Interisland

Opportunity areas: *Loading and unloading crew's directions, loading procedures, loading crew friendliness, terminal staff helpfulness, loading/unloading ease for walk-ons, and vehicle processing.*

	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=7-3)***



Terminals Clean and Well Maintained

Among those who went into terminals, San Juan Island and Seattle/Bainbridge have the highest dissatisfaction ratings for terminal cleanliness and maintenance.

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	2332	720	267	48	219	189	109	17	72	366	292	33
The terminals are clean and well maintained (2014)	**Imp.** (4-5)	**91%**	92%	92%	87%	92%	85%	95%	94%	96%	92%	84%	83%
	Sat. (4-5)	**71%**	59%	69%	78%	76%	85%	81%	94%	86%	83%	60%	58%
	Dissat. (1-2)	**7%**	12%	9%	0%	3%	1%	2%	6%	0%	4%	11%	25%
2012	**Dissat.** (1-2)	**9%**	13%	11%	0%	4%	3%	--	--	2%	5%	17%	--

Top 5 Unsatisfactory Terminals	
Seattle	43%
Bainbridge	26%
Anacortes	8%
Mukilteo	5%
Kingston	4%

Example of Verbatim Complaints
Seattle - Bathrooms could be cleaner
Seattle - Not clean. clearly homeless people live there.
Seattle - Terminal is dirty and old. it looks like its ready to fall down.
Seattle - The homeless people make a mess at the Seattle terminal. the smell of urine can be hard to get rid of.
Bainbridge - Bathrooms are filthy, stinky, and often the Seattle ones are locked at night, causing potential 'accidents' for us, older travelers, who don't move quickly. bad signage, no help, etc.
Bainbridge - Not clean bathrooms.
Bainbridge - Terminals dirty and in disrepair.
Mukilteo - Not clean. small waiting area.
Anacortes - Rusting walkway, often not ample seating inside on cold days. generally looking run down.

Attribute Key Code - 1

The Terminals are Comfortable

Seattle/Bainbridge and Anacortes/San Juan Islands are the routes receiving the most unsatisfactory ratings for terminal comfort.

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	2332	720	267	48	219	189	109	17	72	366	292	33
The terminals are comfortable (seating, temperature, etc.) (2014)	**Imp.** (4-5)	**81%**	86%	83%	79%	81%	75%	79%	70%	72%	80%	74%	83%
	Sat. (4-5)	**53%**	40%	56%	47%	55%	61%	70%	65%	72%	71%	43%	50%
	Dissat. (1-2)	**16%**	24%	15%	15%	14%	9%	10%	6%	3%	8%	16%	17%
2012	**Dissat.** (1-2)	**16%**	23%	15%	7%	14%	12%	--	--	5%	7%	29%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	36%
Seattle	26%
Kingston	6%
Anacortes	5%
Mukilteo	5%

Example of Verbatim Complaints
Seattle - Lack of comfortable seating
Seattle - Not enough places to sit.
Seattle - Seating is minimal, cramped into small spaces, and wooden benches are uncomfortable.
Bainbridge - The bathrooms really need to be upgraded and monitored better have found homeless sleeping…
Bainbridge - There is only one bench in this terminal. nicer seating is needed.
Bainbridge - Very old hard seats
Bainbridge - The most comfortable area at the terminal is at commuter comforts. however, it is not their job to make up for what the ferry system refuses to do.
Fauntleroy - Wood benches and inconvenient turn styles
Mukilteo - No room, only one place to sit, cold in the winter.

Attribute Key Code - 2

Terminal Staff Helpful, Competent, Knowledgeable

Among those who went inside a ferry terminal, Seattle/Bainbridge and Seattle/Bremerton have the highest dissatisfaction ratings for helpful competent, and knowledgeable staff.

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	2332	720	267	48	219	189	109	17	72	366	292	33
Terminal Staff is helpful, competent and knowledgeable (2014)	**Imp.** (4-5)	**85%**	83%	85%	95%	84%	87%	94%	70%	89%	83%	86%	92%
	Sat. (4-5)	**67%**	63%	63%	67%	69%	69%	73%	65%	86%	70%	71%	50%
	Dissat. (1-2)	**8%**	10%	10%	6%	7%	8%	8%	0%	1%	8%	9%	0%

Top 5 Unsatisfactory Terminals	
Seattle	40%
Bainbridge	10%
Edmonds	7%
Vashon	6%
Clinton	6%

Example of Verbatim Complaints
Seattle - No knowledge of sea vessels and navigation
Seattle - Some of them seem to be very unhelpful. I have noticed this from my own experience and while listening to how they interact with other passengers.
Seattle - Did not engage in any staff. did not see any one
Bainbridge - Not friendly or helpful.
Vashon - The ferry workers hide inside instead of directing traffic, which is not helpful for new people riding the ferry, and I have almost been hit by confused cars on several occasions
Clinton - The terminal agents are never available to respond to questions they hide in their office when not loading cars.
Bremerton - Slow, grumpy and unhelpful staff at and on all the ferries
Edmonds - People not friendly

Attribute Key Code - 3

Terminal Bathrooms Clean & Well Maintained

Seattle/Bainbridge and Seattle/Bremerton have the highest dissatisfaction ratings for clean and well maintained bathrooms

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	2332	720	267	48	219	189	109	17	72	366	292	33
The bathrooms in the terminals are clean and well maintained (2014)	**Imp.** (4-5)	**95%**	95%	95%	96%	94%	96%	97%	100%	99%	95%	92%	83%
	Sat. (4-5)	**54%**	38%	42%	58%	62%	81%	72%	76%	79%	69%	61%	50%
	Dissat. (1-2)	**21%**	32%	28%	12%	15%	5%	11%	6%	4%	8%	17%	8%

Top 5 Unsatisfactory Terminals	
Seattle	55%
Bainbridge	17%
Bremerton	5%
Anacortes	4%
Mukilteo	3%

Example of Verbatim Complaints
Seattle - They are kinda ghetto especially without mirrors
Seattle - Generally. don't give appearance of good maintenance
Seattle - No toilet paper, paper towels empty or scattered on the floor. dirty floor.
Seattle - The janitor is a real social gadfly. real social, no cleaning. vomit on the floor and all they can do is put out yellow cones and tell people not to step in it…
Seattle - Inadequate, scuzzy. minimal sink. unsanitary.
Seattle - Bathrooms are filthy!
Bainbridge - The bathrooms are extremely outdated and are always scarily filthy. it seems like the cleaning schedule is either infrequent, or cleanings are less than adequate.
Bainbridge - Not enough stalls, one sink, dirty floors

Attribute Key Code - 4

Sailing Schedule Coordinated w/Transit Services

Dissatisfaction is higher among those riding the Point Defiance/Tahlequah and Anacortes/San Juan Islands, InterIsland 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	2090	716	265	40	217	163	89	15	51	319	184	31
WSF sailing schedule is adequately coordinated with transit services available at the terminal (2014)	**Imp.** (4-5)	**72%**	71%	73%	86%	62%	91%	67%	93%	61%	72%	66%	70%
	Sat. (4-5)	**48%**	51%	49%	28%	49%	43%	39%	39%	39%	56%	27%	30%
	Dissat. (1-2)	**14%**	12%	13%	23%	15%	20%	22%	13%	12%	9%	26%	30%
2012	**Dissat.** (1-2)	**19%**	16%	15%	42%	21%	28%	--	--	8%	13%	38%	--

Top 5 Unsatisfactory Terminals	
Seattle	30%
Fauntleroy	12%
Bremerton	9%
Edmonds	8%
Anacortes	7%

Example of Verbatim Complaints
Seattle - There are no transit services except taxis this winter. the nearest line I use is on 3rd avenue.
Seattle - Doesn't coordinate well with my metro trip into Seattle to catch the ferry.
Bainbridge - The only transit service available at the Bainbridge terminal is during rush hours. we are obliged to take our car to the terminal if we want to go as foot passengers.
Edmonds - Limited bus service
Anacortes - The schedule is just not good. not enough ferries and at the wrong times. especially inter-island evenings.
Kingston - Kitsap transit services are not at all coordinated with arrivals/departures at the Kingston terminal.
Fauntleroy - If working am early morning shift and taking to Fauntleroy, the boat arrives 3 minutes after the c line leaves northbound. this means waiting am hour for the next bus at 1:50 am…

Attribute Key Code - 5

Adequate Parking Near Terminals

Of those who walked on during the winter period, lack of adequate parking near terminals is a moderate problem, primarily among Fauntleroy/Vashon and Mukilteo/Clinton riders.

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	2090	716	265	40	217	163	89	15	51	319	184	31
There is adequate parking near the terminals (2014)	**Imp.** (4-5)	**74%**	67%	62%	81%	84%	83%	74%	67%	94%	84%	81%	80%
	Sat. (4-5)	**43%**	46%	44%	32%	50%	29%	38%	74%	49%	30%	50%	50%
	Dissat. (1-2)	**26%**	20%	19%	27%	20%	46%	27%	6%	20%	47%	12%	20%
2012	**Dissat.** (1-2)	**37%**	28%	38%	44%	40%	35%	--	--	42%	61%	24%	--

Top 5 Unsatisfactory Terminals	
Seattle	18%
Bainbridge	14%
Mukilteo	14%
Fauntleroy	13%
Clinton	9%

Example of Verbatim Complaints
Seattle - No clear directions on parking garage near terminal
Seattle - There aren't great parking garages that are reasonable in Seattle with security
Bainbridge - The parking lot is a slope with tons of pot-holes and poor lighting. drop off/pick-up interfere with pedestrians and those trying to park. it is hard to see during the winter months because there is not adequate lighting (lights are broken).
Fauntleroy - There is no parking area for passengers. the neighborhood has to absorb all the cars. no cars can stay overnight. no bike rack provided…
Vashon - Not enough parking available
Clinton - No parking with in 1/2 mile
Mukilteo - Mukilteo does not have adequate parking to serve the needs of island county residents.
Point Defiance - The over night parking has always been a little far away but now that there is a parking fee that you must pay at the tackle shop it is just not worth it. i am no longer walking on to the boat.

Attribute Key Code - 6

Easy Loading/Unloading for Walk-on

Again, among riders who walked on during the winter period, easy walk-on passenger loading and unloading is most problematic for riders of the Mukilteo/Clinton, Anacortes/San Juan Islands and Seattle/Bainbridge 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	2090	716	265	40	217	163	89	15	51	319	184	31
WSF provides easy loading and unloading for walk-on passengers (2014)	**Imp.** (4-5)	**92%**	94%	94%	88%	91%	93%	86%	100%	96%	89%	87%	90%
	Sat. (4-5)	**73%**	70%	72%	91%	81%	79%	67%	86%	90%	68%	68%	60%
	Dissat. (1-2)	**10%**	13%	8%	0%	8%	5%	6%	0%	0%	14%	9%	20%
2012	**Dissat.** (1-2)	**13%**	14%	7%	3%	10%	13%	--	--	8%	20%	15%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	35%
Seattle	14%
Clinton	12%
Bremerton	9%
Mukilteo	6%

Example of Verbatim Complaints
Seattle - The passenger unloading ramp is literally from the 19th century. passenger unloading could be dramatically sped up
Bainbridge - The movable ramp at the Bainbridge dock is narrower than the fixed ramp, creating a bottleneck for offloading.
Bainbridge - I have cancer and do not want to walk the inclined walk way
Bainbridge - No place to pick up passengers. taxis take up all the space, particularly an issue for elderly or disabled passengers
Bainbridge - That is a long walk through a cave-like tunnel
Bremerton - Patrons laying down... taking up whole benches
Clinton - No overhead loading like many other WSF terminals have.
Mukilteo – They always makes us wait even when the cars haven't started loading yet. in any weather, doesn't matter.

Attribute Key Code - 7

Passenger Loading Efficient

Overall, efficient passenger loading procedures are deemed important and have mixed satisfaction ratings among walk-on riders. Routes with the most dissatisfied riders include San Juan Interisland and Mukilteo/Clinton.

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	2090	716	265	40	217	163	89	15	51	319	184	31
WSF walk-on passenger loading procedures are efficient (2014)	**Imp.** (4-5)	**91%**	93%	92%	85%	91%	89%	82%	100%	92%	91%	90%	80%
	Sat. (4-5)	**74%**	72%	70%	84%	81%	82%	67%	79%	92%	70%	71%	60%
	Dissat. (1-2)	**8%**	9%	11%	2%	4%	7%	6%	0%	2%	12%	7%	20%
2012	**Dissat.** (1-2)	**10%**	10%	11%	3%	7%	12%	--	--	0%	12%	20%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	29%
Seattle	16%
Bremerton	14%
Clinton	12%
Mukilteo	7%

Example of Verbatim Complaints
Seattle - The turnstiles at the Seattle ferry are inefficient. they should be back by the toll stations and not up by the doors. it makes loading very frustrating for the major
Bainbridge - I don't like the passenger tunnel at Bainbridge. I hate the opaque windows and always use the outside entrance is possible.
Bainbridge - Like a cattle call. double bridges or load points would be beneficial for peaks.
Bremerton - System is crude, slow, and sometimes dangerous
Clinton - Staggered loading (loading passengers before, as well as after cars) is inefficient, and adds to schedule problems.
Southworth - Need to have it's own ramp, like Bremerton, Seattle, Kingston or Edmonds. the walk on and off where the cars are is terrible.
Friday Harbor - The gate operator forgot to open until after the cars were loaded.

Attribute Key Code - 8

Passenger Unloading Efficient

Similarly, efficient passenger unloading procedures are also important and have mixed satisfaction ratings for walk-on riders. Interisland/SJI , Anacortes/San Juan Islands and Seattle/Bainbridge riders are most dissatisfied with unloading procedures.

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	2090	716	265	40	217	163	89	15	51	319	184	31
WSF walk-on passenger unloading procedures are efficient (2014)	**Imp.** (4-5)	**91%**	93%	92%	85%	90%	89%	82%	93%	92%	91%	90%	80%
	Sat. (4-5)	**74%**	68%	73%	86%	83%	81%	69%	86%	90%	72%	67%	70%
	Dissat. (1-2)	**8%**	11%	9%	0%	3%	7%	8%	7%	0%	10%	8%	10%
2012	**Dissat.** (1-2)	**12%**	16%	12%	9%	3%	11%	--	--	4%	12%	20%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	39%
Seattle	14%
Clinton	12%
Bremerton	11%
Vashon	7%

Example of Verbatim Complaints
Seattle - As a rule there is no sense of urgency or purpose to the Seattle staff. they look as if there is no precision given to steps or rehearsal ever.
Bainbridge - Like a cattle call. double bridges or unload points would be beneficial for peaks.
Bainbridge - It takes forever to walk off the boat during commute times. during non-commute times slow walkers block the ramp and slow everyone behind.
Bainbridge - Boarding and exiting the boats are very well managed. however, picking up/being picked up in the parking lot in front of the terminal is chaotic…
Bainbridge - I takes a long time to unload on the commuter ferries. not an easy problem to solve though.
Clinton - There is no conscience within the procedures. passengers are sometimes loaded on before care sometimes afterwards and even a few times in the middle of the load…
Vashon - To depart on Vashon you need to provide a ticket as you get off the ferry. on my run, we are not sent through the turnstiles, but checked by a ferry worker…

Attribute Key Code - 9

Toll Booth Staff is Friendly

For drive-on and vehicle passenger riders, friendly toll booth staff is of high importance and rates relatively high on satisfaction. Few (4%) report being dissatisfied overall.

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	2956	751	240	73	345	240	151	17	82	562	450	45
WSF toll booth staff is friendly, courteous and polite (2014)	**Imp.** (4-5)	**91%**	90%	91%	91%	88%	90%	95%	100%	94%	92%	92%	95%
	Sat. (4-5)	**84%**	84%	85%	87%	85%	75%	84%	88%	85%	86%	86%	86%
	Dissat. (1-2)	**4%**	5%	3%	0%	3%	5%	5%	6%	4%	3%	3%	5%
2012	**Dissat.** (1-2)	**5%**	6%	6%	1%	5%	7%	--	--	4%	2%	5%	--

Top 5 Unsatisfactory Terminals	
Seattle	27%
Bainbridge	14%
Fauntleroy	12%
Edmonds	12%
Mukilteo	7%

Example of Verbatim Complaints
Seattle - Did not give proper discount for disabled passenger. staff were extremely rude when politely asked to be charged correct fare.
Bainbridge - Very abrupt and gave me attitude when I asked them to repeat which lane to go in to load ferry in Seattle.
Edmonds - The ticket taker didn't say a word and looked angry. When I am paying such outrageous ticket prices I should at least get a hi.
Fauntleroy - Man in booth was disinterested in selling me a ticket, when I asked him a question he shrugged and mumbled something, handed me the ticket and turned away.
Southworth - There are several toll booth workers at Fauntleroy the should not be employed by WSF, and should not be employed in positions where they deal with the public…
Clinton - One guy there is rude. everyone else is great though.
Mukilteo - They are grumps at the booths in Mukilteo

Attribute Key Code - 10

Buying Tickets is Easy and Quick

Vehicle drive-on and passenger riders on all routes report high importance and satisfaction with the ability to easily and quickly purchase ferry tickets. Fauntleroy/Vashon riders have the highest percentage of dissatisfied riders.

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	2956	751	240	73	345	240	151	17	82	562	450	45
WSF makes buying tickets easy and quick (2014)	**Imp.** (4-5)	**95%**	95%	96%	97%	95%	96%	97%	100%	97%	96%	95%	90%
	Sat. (4-5)	**81%**	81%	85%	80%	84%	66%	84%	71%	82%	84%	83%	86%
	Dissat. (1-2)	**5%**	5%	3%	7%	4%	14%	4%	0%	6%	5%	3%	0%
2012	**Dissat.** (1-2)	**6%**	4%	2%	7%	7%	12%	--	--	7%	6%	9%	--

Top 5 Unsatisfactory Terminals	
Fauntleroy	20%
Seattle	13%
Bainbridge	12%
Kingston	10%
Clinton	8%

Example of Verbatim Complaints
Seattle - Not enough lanes to efficiently process drivers, and there needs to be a better way to prepare unfamiliar users with the process while they are in line…
Bainbridge - Need separate line for those with passes. visitors take way too much time and absurd to wait behind them with passes
Kingston - Once again they are too slow and rude. I just want to buy a ticket I don't want to engage in conversation, or wait while they are talking to the person in front of me…
Fauntleroy - If I have a frequent user card, why do I have to wait for those buying tickets?????
Fauntleroy - Ticket buyers hold up ticket holders since we all have to funnel through the toll booth lanes. why not wave holders around when possible??
Clinton - Some of the personnel are very slow compared to others - and not very friendly.
Mukilteo - Slow because walk-ons are buying tickets there at the same time
Edmonds - Your process is antiquated. get bar code readers and/credit card readers that do the transaction electronically. also, set fares in even dollars.

Attribute Key Code - 11

Efficiently Process Vehicles

Among drive-on and passenger riders, efficiently processing vehicles presents an opportunity for improvement, primarily among riders of the Fauntleroy/Vashon route, where one in three riders report being dissatisfied.

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	2956	751	240	73	345	240	151	17	82	562	450	45
WSF efficiently processes vehicles through ticket lanes (2014)	**Imp.** (4-5)	**97%**	98%	95%	99%	96%	97%	97%	100%	97%	96%	97%	90%
	Sat. (4-5)	**70%**	69%	77%	70%	76%	48%	75%	59%	79%	74%	68%	52%
	Dissat. (1-2)	**11%**	11%	10%	9%	8%	32%	9%	6%	7%	7%	10%	10%
2012	**Dissat.** (1-2)	**14%**	13%	13%	11%	13%	19%	--	--	7%	13%	12%	--

Top 5 Unsatisfactory Terminals	
Fauntleroy	30%
Seattle	19%
Bainbridge	10%
Kingston	8%
Anacortes	6%

Example of Verbatim Complaints
Seattle - The ticket takers are great. I am most dissatisfied with the way that the drivers are constantly pushing the edge of the local traffic controls - with the construction going on…
Seattle - Sometimes there is a long wait while the ticket taker talks to a driver. I have no idea why this happens, but it is extremely annoying when the boat is about to leave.
Bainbridge - There should be lanes open for people already having tickets or passes, and lanes with electronic readers (like 'good to go') that do not require human ticket takers…
Fauntleroy - There should be a ticket holders lane with an automatic gate at each terminal to allow for commuter access w/o waiting for ticket purchasing customers in vehicles.
Mukilteo - Long lines up hill and only one booth open
Kingston - At peak times, when the lines are long, there are not enough open toll booth lanes.
Pt. Townsend - Cranky staff

Attribute Key Code - 12

Vehicle Loading Crew Friendly

Anacortes/San Juan Islands has the highest percentage of dissatisfied.

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	2954	751	240	73	344	240	151	17	82	562	449	45
WSF vehicle loading crew is friendly, courteous and polite (2014)	**Imp.** (4-5)	**87%**	86%	81%	95%	84%	90%	88%	88%	94%	89%	89%	95%
	Sat. (4-5)	**69%**	70%	68%	79%	72%	66%	70%	89%	78%	64%	62%	57%
	Dissat. (1-2)	**9%**	8%	7%	5%	9%	9%	4%	6%	7%	10%	13%	10%
2012	**Dissat.** (1-2)	**9%**	8%	9%	8%	9%	10%	--	--	6%	10%	10%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	16%
Kingston	14%
Clinton	12%
Seattle	10%
Anacortes	10%

Example of Verbatim Complaints
Seattle - Load different ways on different days, seem bored most of the time
Bainbridge - Typical union state employees, not friendly at all and they tend to get upset easily. they do not like to be asked questions
Kingston - Loading not to capacity & poor loading methods
Clinton - No adequate signals then they get angry when you don't do what they meant.
Anacortes - Emotions seem to affect interactions with customers and drivers. sometimes the employees shout unnecessarily.
Anacortes - Crew yell at people who do not understand what the crew wants them to do.
Fauntleroy - Some crew are really nice, most are neither nice or nasty and a few are down right nasty
Friday Harbor - Hand signals of some crew are very unsatisfactory and un clear. other crew is fine.

Attribute Key Code - 13

Vehicle Loading Efficient

Efficient loading procedures are rated as very important among drive-on and passenger riders. Anacortes/San Juan Islands, InterIsland and Fauntleroy/Vashon riders provide the highest dissatisfied ratings.

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	2954	751	240	73	344	240	151	17	82	562	449	45
WSF vehicle loading procedures are efficient (2014)	**Imp.** (4-5)	**96%**	96%	95%	99%	96%	96%	93%	100%	96%	96%	97%	95%
	Sat. (4-5)	73%	78%	74%	65%	77%	60%	71%	76%	79%	71%	61%	52%
	Dissat. (1-2)	9%	5%	8%	10%	9%	14%	10%	6%	6%	9%	17%	19%
2012	**Dissat.** (1-2)	11%	8%	8%	21%	10%	16%	--	--	12%	9%	18%	--

Top 5 Unsatisfactory Terminals	
Anacortes	12%
Seattle	11%
Clinton	11%
Kingston	11%
Fauntleroy	8%

Example of Verbatim Complaints
Seattle - Crew replacements are slow to board while everyone else is waiting for them before we can unload. talk to out going crew one ramp while everyone waits.
Kingston - Method of loading is arbitrary and seems to preferential.
Clinton - Loading is poor - poor directions, delays.
Anacortes - We were loaded behind a pick-up and trailer that could have been put in front of us, and filled in the center of the ferry better.
Fauntleroy - Poor management of multiple lines
Vashon - Not full ferries leave the dock
Bainbridge - Inconsistent loading protocols (which affect order of departure at end.)
Tahlequah - The process changes with each crew

Attribute Key Code - 14

Loads Ferries to Capacity

Among drive-on and passenger riders, those riding Fauntleroy/Vashon/Southworth and Mukilteo/Clinton routes are most dissatisfied with the ability to load ferries to capacity

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	2954	751	240	73	344	240	151	17	82	562	449	45
WSF loads ferries to capacity with little room between vehicles (2014)	**Imp.** (4-5)	**88%**	87%	81%	88%	88%	94%	85%	83%	87%	91%	89%	81%
	Sat. (4-5)	73%	76%	72%	78%	76%	67%	72%	65%	81%	69%	72%	67%
	Dissat. (1-2)	7%	6%	3%	4%	5%	12%	11%	0%	2%	11%	8%	5%
2012	**Dissat.** (1-2)	11%	10%	4%	12%	8%	17%	--	--	21%	13%	7%	--

Top 5 Unsatisfactory Terminals	
Clinton	17%
Kingston	14%
Bainbridge	13%
Fauntleroy	11%
Vashon	8%

Example of Verbatim Complaints
Clinton - No moving cars closer while loading, up to 5 feet between cars
Clinton - They try to jam cars together in an unsafe way
Kingston - Cars left waiting because crew didn't want to bother efficient parking of vehicles at finish of loading process.
Fauntleroy - Two boat schedule is crazy, why isn't an extra boat brought in our the one that sits at the dock put into use.
Bainbridge - Too close to get out of the car
Bainbridge - Inconsistent in how they do this.
Edmonds - There is no guidance by ferry workers most of the time when spacing vehicles.
Vashon - Not full ferries leave the dock

Attribute Key Code - 15

Vehicle Loading Crews Provide Clear Directions

Fauntleroy/Vashon/Southworth, Mukilteo/Clinton and Anacortes/San Juan, Interisland riders make up the most dissatisfied

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	2954	751	240	73	344	240	151	17	82	562	449	45
WSF vehicle loading crews provide clear directions / hand signals (2014)	**Imp.** (4-5)	**96%**	95%	94%	100%	95%	95%	96%	100%	99%	97%	97%	95%
	Sat. (4-5)	**65%**	72%	66%	61%	70%	55%	63%	66%	73%	58%	58%	24%
	Dissat. (1-2)	**13%**	8%	9%	11%	11%	18%	15%	11%	11%	19%	18%	29%
2012	**Dissat.** (1-2)	**15%**	10%	19%	22%	12%	18%	--	--	9%	17%	17%	--

Top 5 Unsatisfactory Terminals	
Clinton	16%
Kingston	12%
Bainbridge	10%
Anacortes	8%
Fauntleroy	8%

Example of Verbatim Complaints
Bainbridge - Sometimes they are not clear in their directions
Kingston - Inefficient. they favor their buddies
Clinton - Too busy chatting to tell me where to drive on at
Clinton - There are some older deck hands that don't put a lot of energy in their job.
Anacortes - Dissatisfied behavior, frustrated looks
Fauntleroy - Occasionally they put me in the wrong line.
Mukilteo - Not all crew members give clear hand signals
Vashon - Some people's gestures are unclear and confusing
Southworth - Please see my earlier comments about the passive aggressiveness of loading crews.

Attribute Key Code - 16

Unloading Crews are Friendly

The majority of riders are satisfied 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	2956	751	240	73	345	240	151	17	82	562	450	45
WSF vehicle unloading crew is friendly, courteous and polite (2014)	**Imp.** (4-5)	**87%**	86%	83%	90%	84%	88%	90%	94%	93%	89%	88%	95%
	Sat. (4-5)	**78%**	79%	75%	84%	77%	72%	83%	83%	85%	77%	73%	71%
	Dissat. (1-2)	**3%**	2%	4%	1%	3%	3%	1%	0%	4%	5%	5%	0%
2012	**Dissat.** (1-2)	**4%**	2%	3%	4%	8%	2%	--	--	6%	2%	5%	--

Top 5 Unsatisfactory Terminals	
Clinton	20%
Kingston	16%
Bainbridge	14%
Seattle	8%
Anacortes	8%

Example of Verbatim Complaints
Bainbridge - Unclear at times and lack of attention
Kingston - Poor communication, workers seem to have negative attitudes
Kingston - Rude, lazy, gross.
Clinton - Offloading is always easier, fewer hand signals, but again, crew frequently acts pissed and bored.
Clinton - Bad attitudes
Seattle - Rude, lude and crude, dude.
Anacortes – Rude
Bremerton - These are the same idiots that load the boat so why would it be any different?
Vashon - It's usually not the people on the docks but the people on the boat. impatient, disinterest

Attribute Key Code - 17

Vehicle Unloading Procedures Efficient

Efficient unloading procedures are also rated as very important among drive-on and passenger riders; however satisfaction is slightly higher than for loading. Again, Fauntleroy/Vashon and Anacortes/San Juan Islands riders provide the highest dissatisfied ratings.

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	2956	751	240	73	345	240	151	17	82	562	450	45
WSF vehicle unloading procedures are efficient (2014)	**Imp.** (4-5)	**95%**	95%	92%	95%	94%	96%	96%	94%	98%	95%	96%	100%
	Sat. (4-5)	**76%**	75%	77%	77%	79%	68%	78%	89%	79%	80%	71%	62%
	Dissat. (1-2)	**7%**	7%	7%	9%	5%	9%	4%	0%	6%	6%	9%	5%
2012	**Dissat.** (1-2)	**9%**	12%	9%	13%	8%	8%	--	--	2%	5%	13%	--

Top 5 Unsatisfactory Terminals	
Bainbridge	19%
Kingston	12%
Clinton	11%
Seattle	10%
Fauntleroy	10%

Example of Verbatim Complaints
Seattle - Even when boats are late, there is no obvious attempt made to move more quickly.
Bainbridge - The procedures are inconsistent.
Bainbridge - They could move much faster to expedite the vehicles.
Kingston - Takes too long
Kingston - Loading / unloading crews are short tempered, and borderline rude. their hand signals are unfamiliar to many. procedures are not the same, and the same procedures are not followed from day to day.
Fauntleroy - Passenger unloading slows the process and with busses it is unsafe
Clinton - I generally equate efficiency with fairness, which means 'first on, first off'. this rarely happens.
Mukilteo - The stop light for the cars leaving the ferry comes on way to often to allow local traffic to go.
Bremerton - Not following 'first on first off'

Attribute Key Code - 18

Vehicle Unloading Crews Provide Clear Directions

Drive-on and passenger riders rate clear unloading directions significantly higher on satisfaction than clear loading directions.

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	2956	751	240	73	345	240	151	17	82	562	450	45
WSF vehicle unloading crews provide clear directions and/or hand signals (2014)	**Imp.** (4-5)	**93%**	93%	90%	93%	92%	93%	96%	100%	96%	94%	96%	95%
	Sat. (4-5)	**79%**	81%	78%	75%	82%	76%	80%	89%	83%	78%	75%	48%
	Dissat. (1-2)	**4%**	2%	3%	4%	4%	4%	0%	6%	6%	6%	6%	10%
2012	**Dissat.** (1-2)	**4%**	2%	5%	10%	5%	4%	--	--	6%	5%	5%	--

Top 5 Unsatisfactory Terminals	
Kingston	18%
Other	11%
Bainbridge	9%
Anacortes	7%
Vashon	7%

Example of Verbatim Complaints
Kingston - I cannot read the workers mind !
Kingston - Eye rolling, foul language, being completely ignored, there are times the unloading process resembles children being let out for recess. total free for all.
Clinton - There is frequently confusion and inattention among deck crew.
Clinton - Too casual demeanor and late in giving directions
Bainbridge - They are never clear or they wave indistinctly in some direction
Mukilteo - Hand signals not precise and often at the last second
Anacortes - Directions from ferry personnel sometimes confusing or non existent, forgetting to pull chock
Vashon - Same thing, they act like they have never unloaded a boat. usually they are better at unloading than loading

Attribute Key Code - 19

Passenger Seating Areas Clean and Comfortable

Among those who used the vessel passenger deck area, Seattle/Bremerton and Anacortes/SJI has the highest dissatisfaction with the seating areas being clean and comfortable. There are very few dissatisfied ratings on all other 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	3150	829	321	71	352	242	157	22	90	553	468	45
The ferry passenger seating areas are clean and comfortable (seating, temperature, etc.) (2014)	**Imp.** (4-5)	**96%**	97%	97%	96%	96%	94%	96%	91%	96%	96%	96%	95%
	Sat. (4-5)	**79%**	79%	62%	94%	82%	84%	80%	91%	90%	85%	68%	76%
	Dissat. (1-2)	**5%**	5%	14%	1%	3%	1%	4%	0%	0%	2%	9%	5%
2012	**Dissat.** (1-2)	**7%**	6%	23%	0%	5%	4%	--	--	0%	2%	9%	--

Top 5 Unsatisfactory Vessels	
Tacoma	16%
Kitsap	13%
Chelan	8%
Spokane	6%
Kittitas	6%

Example of Verbatim Complaints
Tacoma - Need more cleaning staff.
Tacoma - Seats are getting old and worn.
Kitsap - Filthy bathrooms no toilet paper disgusting
Kitsap - The tables are usually quite dirty and the seat covers are torn.
Chelan - Leftovers from previous passengers.
Chelan - Dirty
Kittitas - Boat is old and stinks of diesel and urine
Tillikum - Wasted space with excess passenger seating. seating is uncomfortable and dated.
Puyallup - The chair seats are too high. I am 5'4' and my feet don't quite hit the ground.

Attribute Key Code - 20

Ferries Bathrooms are Clean/Maintained

Among those who used the vessel passenger deck area, riders on the Seattle/Bremerton route are also the most dissatisfied with the cleanliness and maintenance of on-boat bathrooms.

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	3150	829	321	71	352	242	157	22	90	553	468	45
The bathrooms on the ferries are clean and well maintained (2014)	**Imp.** (4-5)	**98%**	98%	98%	97%	96%	98%	98%	100%	99%	97%	98%	95%
	Sat. (4-5)	**72%**	71%	58%	91%	75%	79%	74%	64%	88%	73%	64%	67%
	Dissat. (1-2)	**8%**	8%	19%	0%	7%	3%	6%	0%	2%	8%	12%	10%
2012	**Dissat.** (1-2)	**11%**	13%	23%	0%	8%	4%	--	--	5%	8%	11%	--

Top 5 Unsatisfactory Vessels	
Tacoma	15%
Kitsap	9%
Kittitas	9%
Chelan	7%
Spokane	5%

Example of Verbatim Complaints
Tacoma - Bathrooms need refurbishing
Tacoma - The floors in the stalls have a grime buildup.
Kittitas - Bathrooms usually smell horrible.
Kittitas - Old and smelly. lack of privacy
Kitsap - Cleaning equipment in disarray.
Kitsap - The floors are filthy
Walla Walla - Clean the restroom and you do not need 10 air fresheners to hide the smell.
Chelan - Smell, clogged toilets etc.
Kennewick - Automatic toilets don't flush, soap didn't dispense

Attribute Key Code - 21

Vessels are Well Maintained/Safe

Seattle/Bremerton and Anacortes/Inter San Juan Island riders have the greatest dissatisfaction with vessel maintenance and safety.

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	3150	829	321	71	352	242	157	22	90	553	468	45
WSF vessels are well maintained (not rusty/dirty) and safe (not cluttered) (2014)	**Imp.** (4-5)	**96%**	97%	97%	94%	96%	97%	98%	91%	96%	95%	96%	86%
	Sat. (4-5)	**73%**	74%	60%	95%	78%	81%	79%	82%	88%	74%	52%	52%
	Dissat. (1-2)	**8%**	8%	16%	0%	6%	4%	3%	5%	3%	6%	23%	33%
2012	**Dissat.** (1-2)	**10%**	8%	27%	0%	6%	4%	--	--	0%	8%	22%	--

Top 5 Unsatisfactory Vessels	
Tacoma	14%
Kitsap	6%
Spokane	6%
Chelan	5%
Kittitas	5%

Example of Verbatim Complaints
Tacoma - I believe they are safe... but could be much better maintained.
Kitsap - The fleet is becoming a rust bucket, poor maintenance of the boats exterior, third world quality. the state is a very poor manager, the system is sorely underfunded.
Spokane - Dirty and poorly maintained stairwells
Chelan - Showing rust and age.
Kittitas - Boats need remodel
Cathlamet - Both boats are showing there age.
Walla Walla - Lower car deck bathrooms dirty
Wenatchee - Peeling paint. rust spots
Kaleetan - Rust. but it's Washington.

Attribute Key Code - 22

Vessel Crew is Friendly

Overall, riders who had some form of interaction with the vessel crew found the vessel crews on all routes to be friendly, courteous and polite

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	1389	310	142	43	140	117	86	10	48	232	227	34
WSF vessel crew is friendly, courteous and polite (2014)	**Imp.** (4-5)	**96%**	96%	94%	98%	96%	98%	98%	100%	98%	95%	96%	100%
	Sat. (4-5)	**87%**	90%	81%	96%	87%	84%	89%	90%	87%	84%	86%	100%
	Dissat. (1-2)	**4%**	2%	7%	0%	5%	5%	6%	0%	8%	5%	6%	0%
2012	**Dissat.** (1-2)	**6%**	1%	11%	3%	13%	4%	--	--	5%	4%	8%	--

Top 5 Unsatisfactory Vessels	
Spokane	9%
Kitsap	8%
Tillikum	7%
Kittitas	6%
Tacoma	6%

Example of Verbatim Complaints
Tacoma - Technically competent and apparently knowledgeable, but rarely ever helpful. we don't all know port/starboard or midships…
Tillikum - Rude staff, unclear direction
Spokane - They either can not answer a question or can't be found to ask that question to.
Kittitas - I perceive they are anti public- especially if you look like a tourist.
Kitsap - Absent don't maintain the cleanliness of vessels
Klahowya - Same as above regarding the galley cashier.
Issaquah - Crew seems pretty much checked out.
Kitsap - Just not very helpful or knowledgeable.
Cathlamet - Not willing to help, too busy with doing nothing.

Attribute Key Code - 23

Vessel Crew is Helpful

Overall, riders who had some form of interaction with the vessel crew found crews helpful , competent, knowledgeable.

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	1389	310	142	43	140	117	86	10	48	232	227	34
The WSF vessel crew is helpful, competent and knowledgeable (2014)	**Imp.** (4-5)	**97%**	98%	95%	95%	97%	99%	99%	89%	100%	97%	98%	100%
	Sat. (4-5)	**85%**	88%	81%	98%	86%	81%	90%	81%	85%	81%	81%	100%
	Dissat. (1-2)	**4%**	3%	7%	0%	3%	6%	5%	10%	6%	4%	5%	0%
2012	**Dissat.** (1-2)	**4%**	3%	8%	6%	10%	--	--	1%	7%	3%	6%	--

Top 5 Unsatisfactory Vessels	
Tacoma	10%
Tillikum	9%
Spokane	8%
Kittitas	6%
Kitsap	6%

Example of Verbatim Complaints
Tacoma: It's a bad sign when i remember one or two crew because they were actually friendly and polite. the vast majority of the time the crew just looks 'through' you as a passenger or is outright rude.
Tacoma: I have a wheelchair van and communication among loading employees is spotty and loading arrangement varies.
Tillikum: The friendliness of the deck hands has significantly declined over the years. most don't seem to want to do their jobs and interact with customers.
Yakima: In general the crews show very lazy work ethic. there are a few exceptions but most retire to their cabin hideouts while the boat is underway.
Spokane: They either can not answer a question or can't be found to ask that question to.
Kittitas: I was told that the reason the ferry left a row of cars behind, even though they were there on time, was that the ferry was late, and didn't i realize there would be another ferry for them in a very curt manner.

Attribute Key Code - 24

On Time Departures

The Fauntleroy/Vashon/Southworth, Southworth/Vashon, Anacortes/SJI, and SJ Interisland routes have the highest dissatisfaction among respondents for on time departures.

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	3394	873	352	78	388	263	172	22	95	604	499	48
WSF has on-time/dependable departures (2014)	**Imp.** (4-5)	**95%**	96%	97%	91%	96%	91%	98%	91%	97%	97%	98%	96%
	Sat. (4-5)	**78%**	84%	79%	73%	86%	50%	61%	58%	84%	86%	51%	30%
	Dissat. (1-2)	**7%**	3%	6%	8%	4%	18%	15%	14%	6%	3%	28%	43%
2012	**Dissat.** (1-2)	**5%**	4%	4%	10%	2%	--	--	11%	5%	2%	10%	--

Top 5 Unsatisfactory Routes	
ANA/ SJI (n=153)	13%
FAU/ VAS (n=57)	12%
FAU/ SOU (n=38)	11%
INTER SJI (n=58)	10%
SEA/BAIN (n=43)	10%

Example of Verbatim Complaints (both arrivals and departures)
The ferries keep breaking down. Hopefully there will be funding someway, somehow for newer ferries. Despite your best efforts, these are an embarrassment to our state and country.
Provide adequate crew staffing
More dead time between turnaround runs so that if a ferry is behind ached, it has a chance to catch up
Hire more crew to alleviated cancellations due to 'crewing problems.' Fix the damn boats to lessen the number of cancelled runs!
Ensure adequate crew size for every trip. Late departures jeopardize my job!
adequate crew and a commitment to punctuality
Allow enough time in the schedule to load/unload. The 9:40am eastbound is habitually at least 10 minutes late. You should readjust the schedule to something you can actually meet on a regular basis.

On Time Arrivals

Again, Anacortes/SJI and SJ Interisland routes have the highest dissatisfaction among respondents for on time arrivals.

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	3394	873	352	78	388	263	172	22	95	604	499	48
WSF has on-time/dependable arrivals (2014)	**Imp.** (4-5)	**95%**	96%	97%	93%	94%	91%	96%	87%	97%	95%	97%	96%
	Sat. (4-5)	**79%**	86%	78%	70%	89%	54%	63%	49%	84%	88%	50%	39%
	Dissat. (1-2)	**6%**	2%	6%	6%	2%	16%	16%	10%	6%	2%	27%	30%
2012	**Dissat.** (1-2)	**5%**	4%	4%	10%	2%	11%	--	--	5%	2%	10%	--

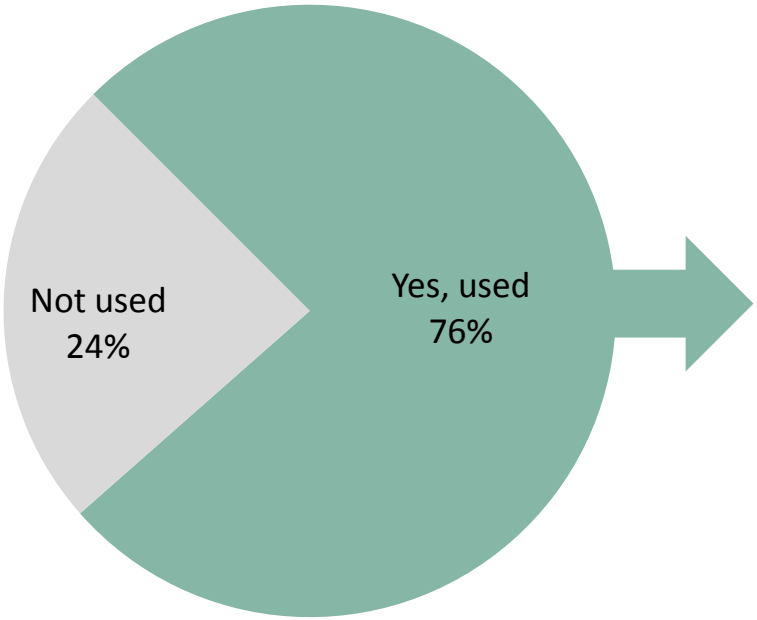
Top 5 Unsatisfactory Routes	
ANA/ SJI (n=147)	13%
FAU/ VAS (n=50)	12%
INTR SJI (n=147)	10%
FAU/ SOU (n=37)	10%
SEA/ BAIN (n=31)	9%

Example of Verbatim Complaints
Be more efficient and stop letting broken boats ruin our lives with missed late or not running ferries
Have more qualified crew available, have better options for dealing with medical emergencies when there are only two boats running to start with, and have boats that can keep up the speed needed to maintain the schedule.
I'm not sure why ferries are late. That is part of the problem, is that we're not notified what is going on. We sit in line and wait and there's no announcement like 'the ferry is running 20 minutes late due to...'.
More dead time between turnaround runs so that if a ferry is behind ached, it has a chance to catch up
replace the fleet with dependable boats.
There have been several instances of crew issues that have caused cancelled sailings. Also, WSF makes frequent excuses for late sailings due to heavier than normal ferry traffic. This makes absolutely no sense to me. There is a capacity on the ferry.

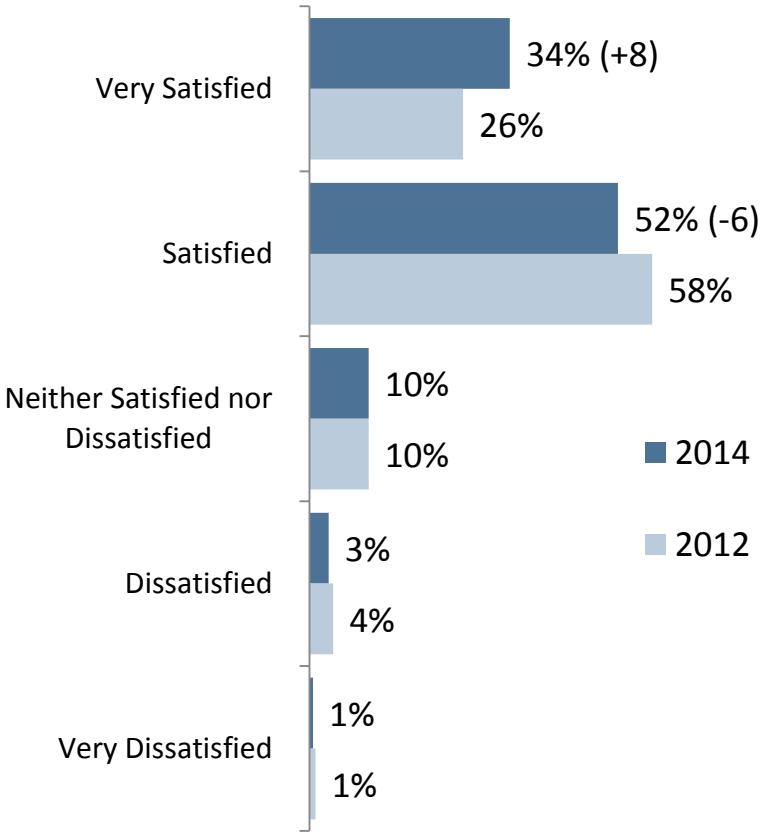
Using WSF Website

More than three quarters of respondents have used the WSF website for some reason and almost all say they are satisfied with their experience. Intensity of satisfaction has increased from 2012.

Used WSF Website



Experience Using Website

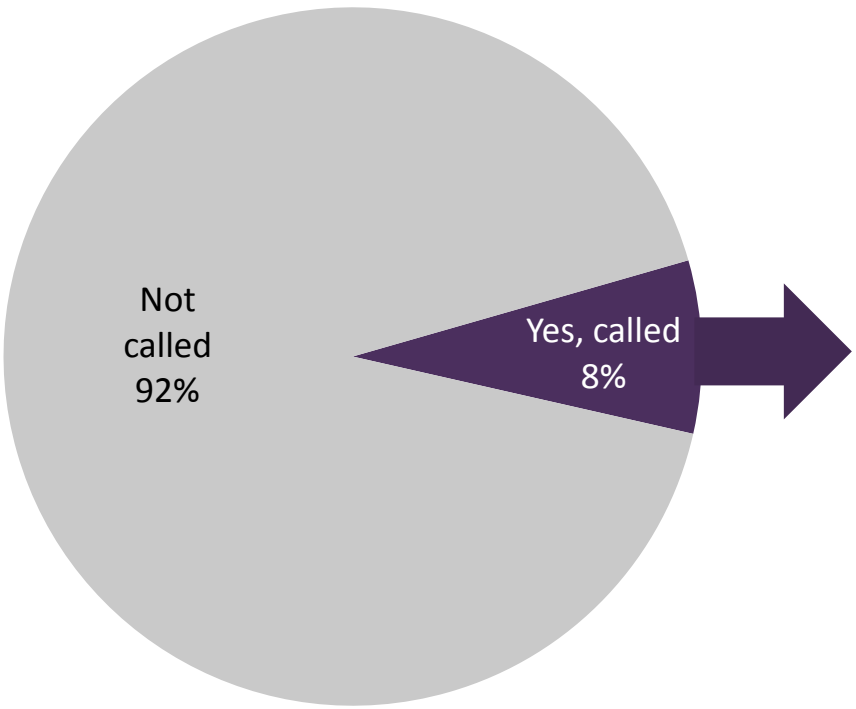


133. During the Winter Schedule period (January 12th – April 5th 2014), have you for any reason used the WSF website? (n=3394)
134. How satisfied were you with your experience using the WSF website? (n=2636)

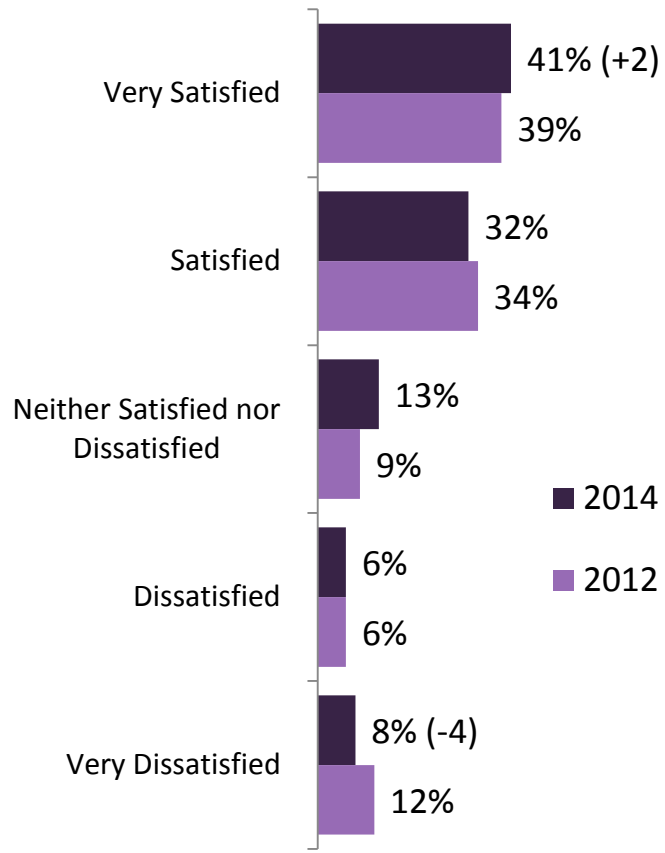
Calling WSF Customer Service by Phone

Very few respondents have contacted WSF customer service by phone. Of those respondents saying they have called, the majority are satisfied with their experience.

Called WSF Customer Service



Experience Calling WSF



136.During the Winter Schedule period (January 12th – April 5th 2014), have you for any reason called WSF Customer Service by phone?
137.How satisfied were you with your experience calling the WSF by phone? (n=268)

Questions & Answers

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