Ferry Riders Opinion Group

WSF Reservation Survey

June 2015

Presentation

Washington State Transportation Commission

Research Assurance LLC

Methodology

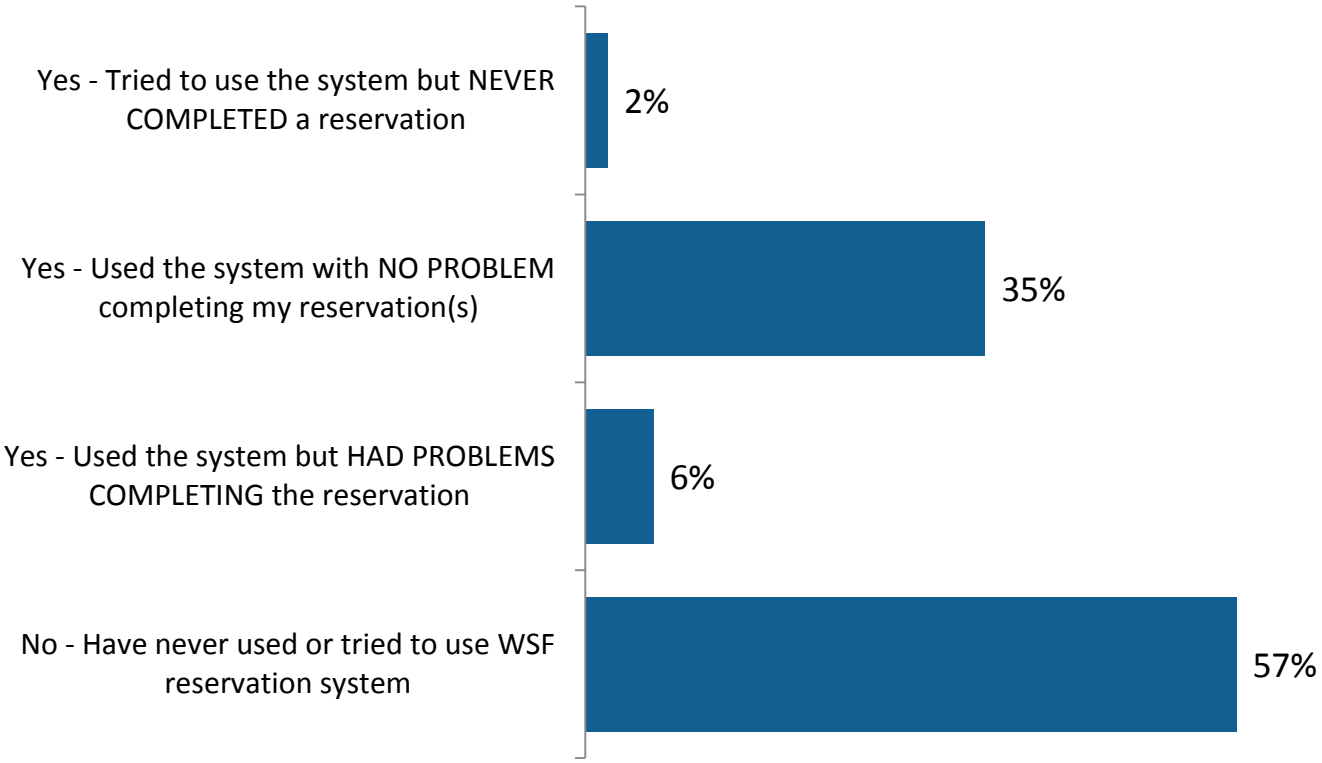
- Online Survey of Washington State Ferry Riders Opinion Group (FROG) survey panel.
- A total of 4,201 surveys were completed in early June 2015.
- WSF sent an email to their database of reservation users inviting them to join the FROG and take the reservation survey. Approximately 1,000 people (included in the total completed number above) from the WSF database signed up to be part of FROG and took the survey. This allowed for more reservation users input
- Data was weighted by route according to the May 2015 WSF traffic report, based on the last trip taken.
- Total & sub-group sample sizes and definitions:

Sample	Graph Name	Definition
4,201	Total	Total number of completed surveys system-wide
1,592	SJ Riders	Riders that used the San Juan / Inter-Island routes last
51	BC Riders	Riders that used the Sidney BC route last
189	PT Riders	Riders that used the Port Townsend – Coupeville route last
1,165	Full Time SJ	Full time SJ Island residents that used SJ routes last
607	SJ Island	Permanent residents of San Juan Island
347	Orcas Island	Permanent residents of Orcas Island
248	Lopez/Decatur Is.	Permanent residents of Lopez and Decatur Islands
776	Dissatisfied Users	Reservation users that are dissatisfied with the system
1,642	Satisfied Users	Reservation users that are satisfied with the system
1,947	Res Routes	Riders who last used one of the three reservation routes
2,254	Non-Res Routes	Riders who last used a non-reservation route

Ever Used Or Tried to Use WSF Reservations

Forty three percent (43%) of the FROG panel members responding to the survey have used or tried to use the WSF reservation system. Approximately 81% of those who used the reservation system had no problems completing their reservation. Fourteen percent (14%) that used the system had problems and 5% tried to use the system but never completed the reservation.

WSF Reservation System Usage By All Riders (n=4,201)

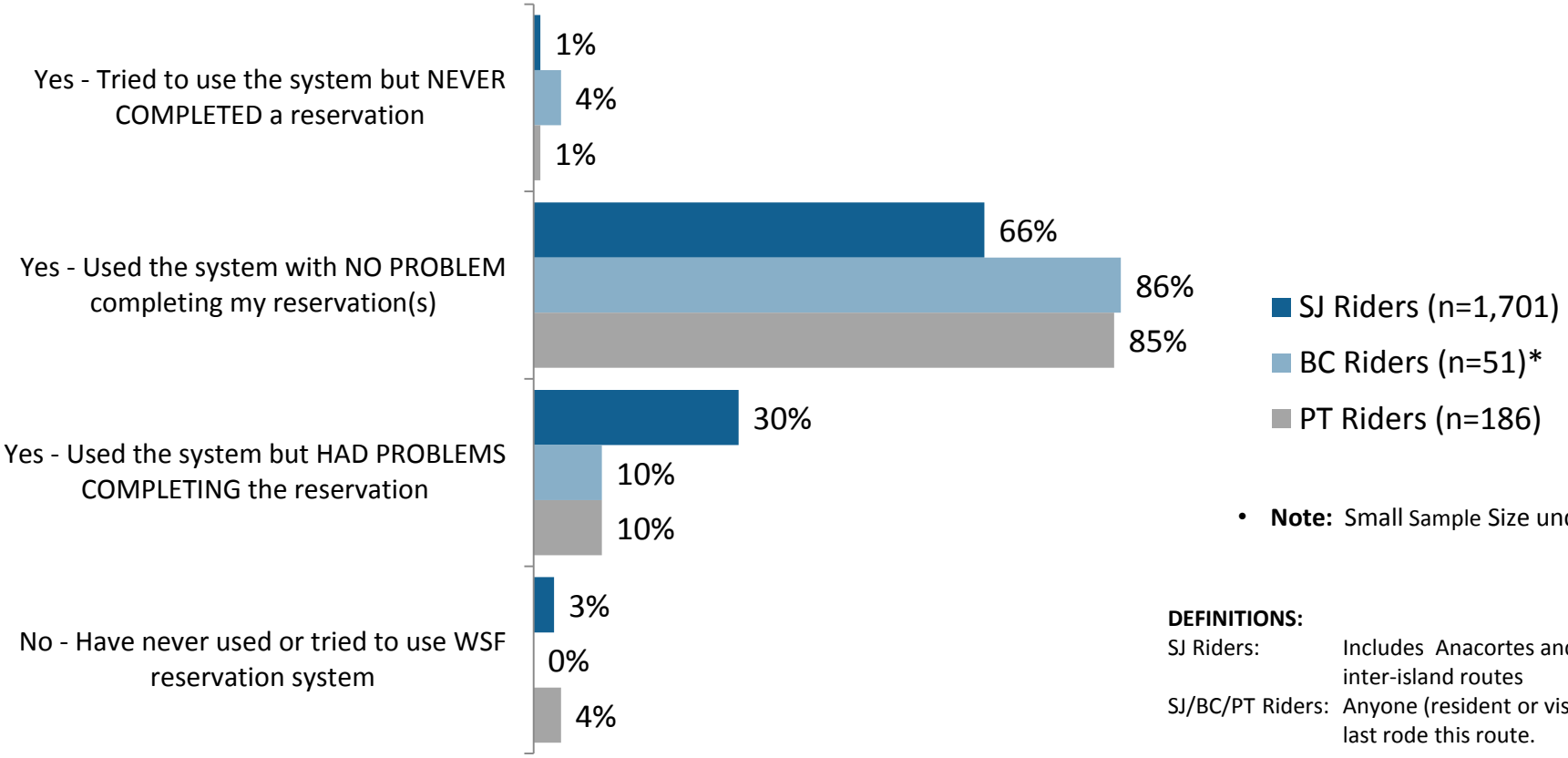


Q.4 Have you ever used or tried to use WSF reservation system?

Ever Used Or Tried to Use WSF Reservations

The highest concentration of those having problems completing their reservation are riders in the San Juan Islands (30%).

WSF Reservation System Usage by Route



- **Note:** Small Sample Size under 100

DEFINITIONS:

SJ Riders: Includes Anacortes and inter-island routes

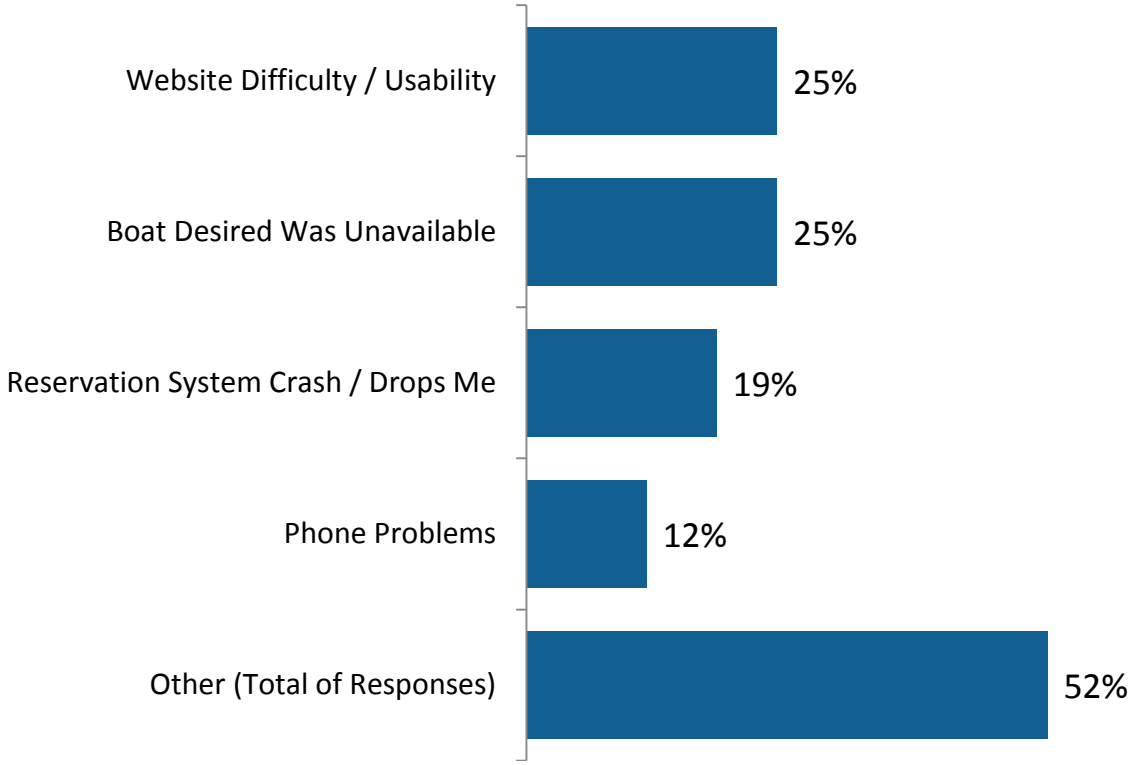
SJ/BC/PT Riders: Anyone (resident or visitor) that last rode this route.

Q.4 Have you ever used or tried to use WSF reservation system?

Tried to Use Reservations – Failure Reason

Of the 683 riders who had problems completing their reservation, the most mentioned reason was "Website Difficulty/Usability" issues (25%) and "Boat Desired Was Unavailable" (25%). Other reasons for the reservation system failing them were "Reservation System Crash/Drops Me"(19%).

Tried To Use WSF Reservation System
Reason Why It Failed (n=683)

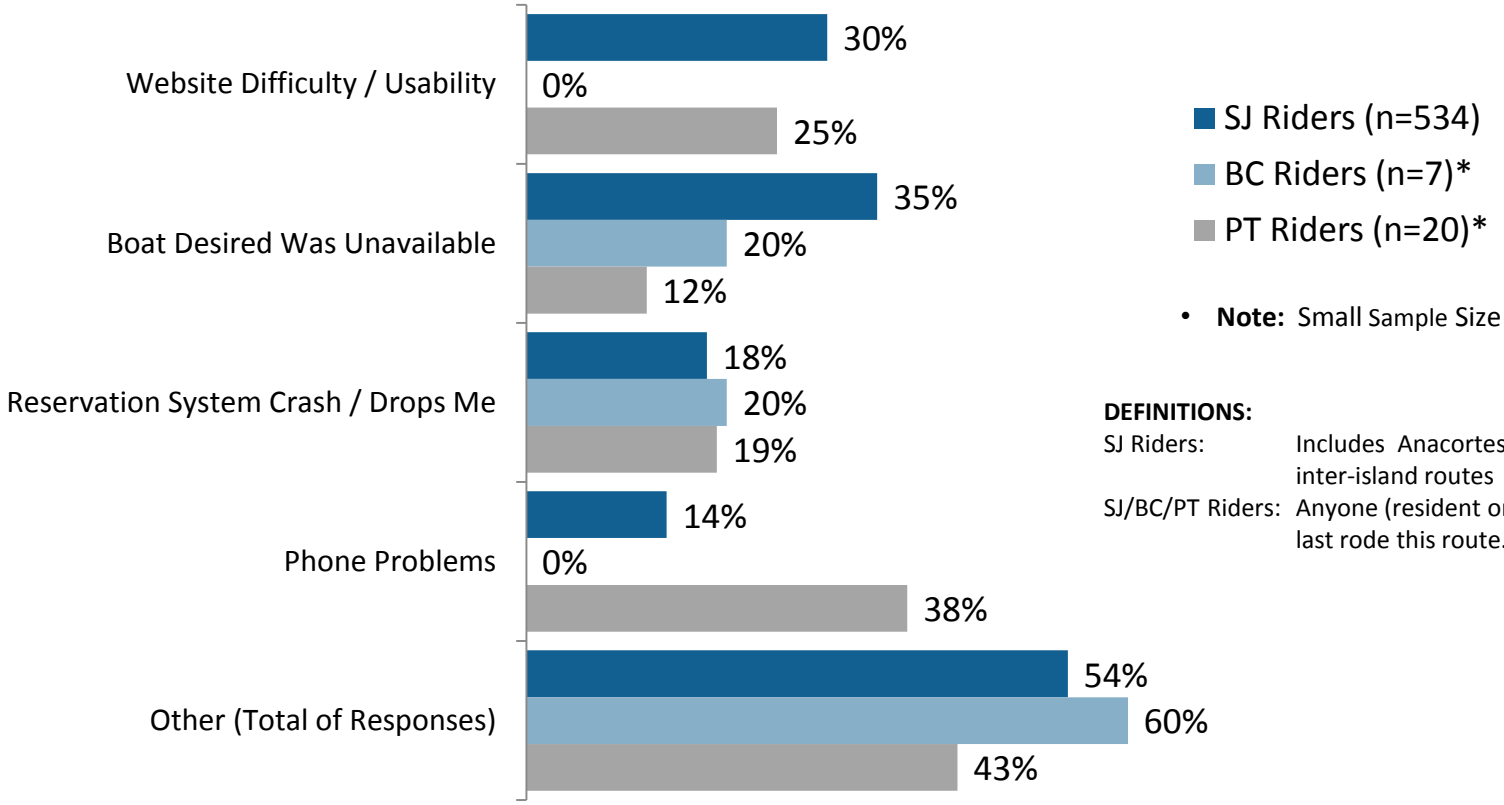


Q.4b Why were you unable to complete your reservation?

Tried to Use Reservations – Failure Reason

Of the 534 riders who last rode any of the San Juan routes, 35% reported "Boat Desired Was Unavailable" as the problem they had completing their reservation followed by "Website Difficulty / Usability" (30%).

Tried To Use WSF Reservation System
Reason Why It Failed By Reservation Route Rider



- **Note:** Small Sample Size under 100

DEFINITIONS:

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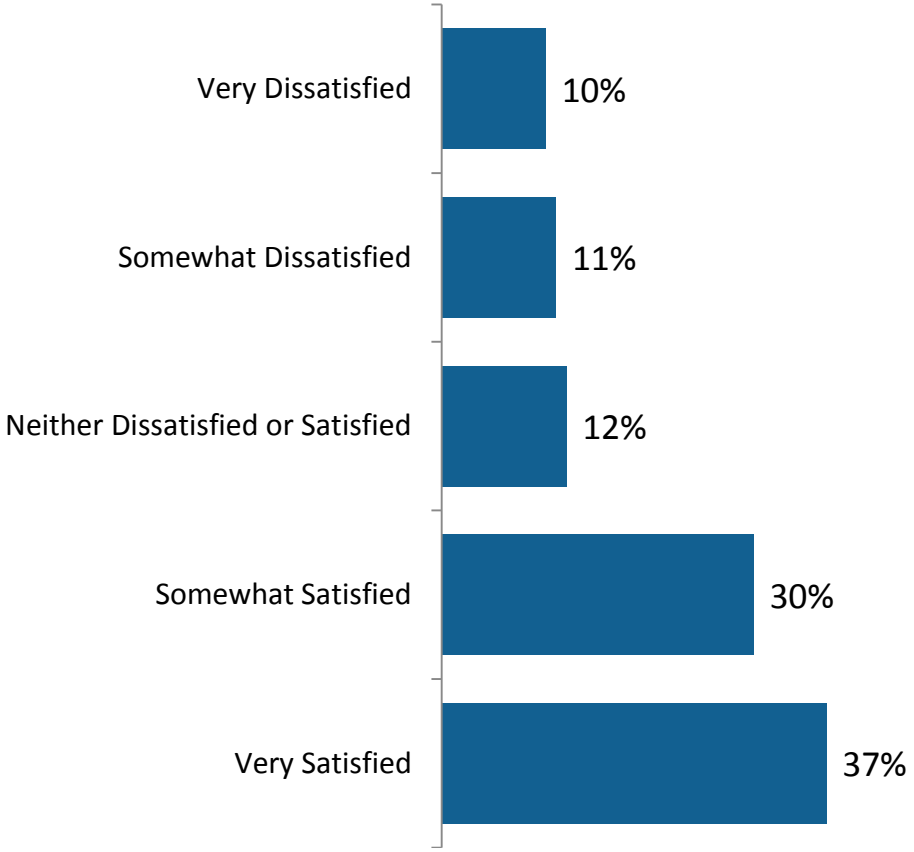
Q.4b Why were you unable to complete your reservation?

Rating The Reservation System

The 2,672 riders who have used the WSF reservation system were asked how they would rate it. The majority of users are satisfied with the system (67%) with 21% being dissatisfied.

WSF Reservation System Rating – All Routes (n=2,672)

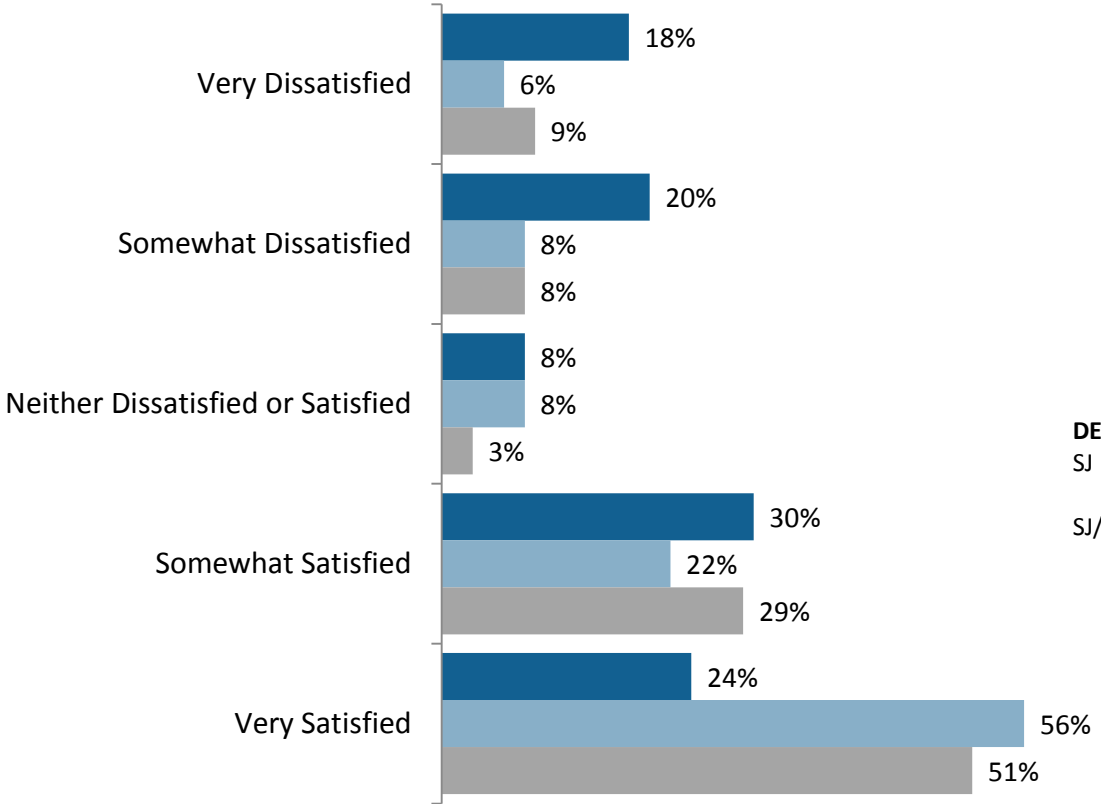


Q.5 Overall, based on your experience, how would you rate the reservation system?

Rating The Reservation System

When broken out by last route used, the riders on the Anacortes - Sidney (78%) and Port Townsend – Coupeville route (80%) are much more satisfied (Very + Somewhat) with the reservation system than those who last used the Anacortes – San Juan Islands route (54%).

WSF Reservation System Rating by Route



SJ Riders (n=1,637)

BC Riders (n=49)*

PT Riders (n=180)

- **Note:** Small Sample Size under 100

DEFINITIONS:

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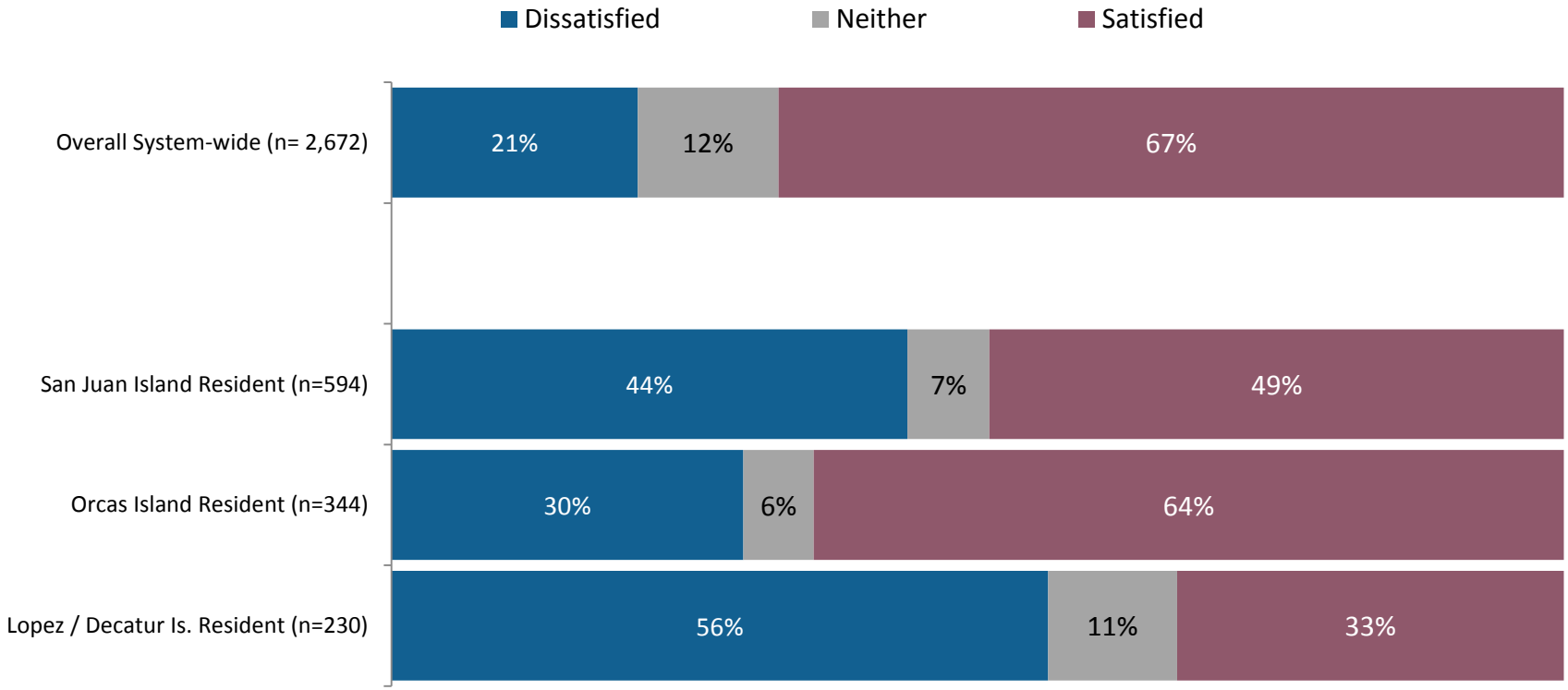
Q.5 Overall, based on your experience, how would you rate the reservation system?

Satisfaction - Residency

Systemwide 1 in 5 (21%) are dissatisfied with the reservation system. Residents of Lopez/Decatur (56%) Island are the most dissatisfied followed by San Juan Island residents (44%).

WSF Reservation System Satisfaction By SJ Islands Residency

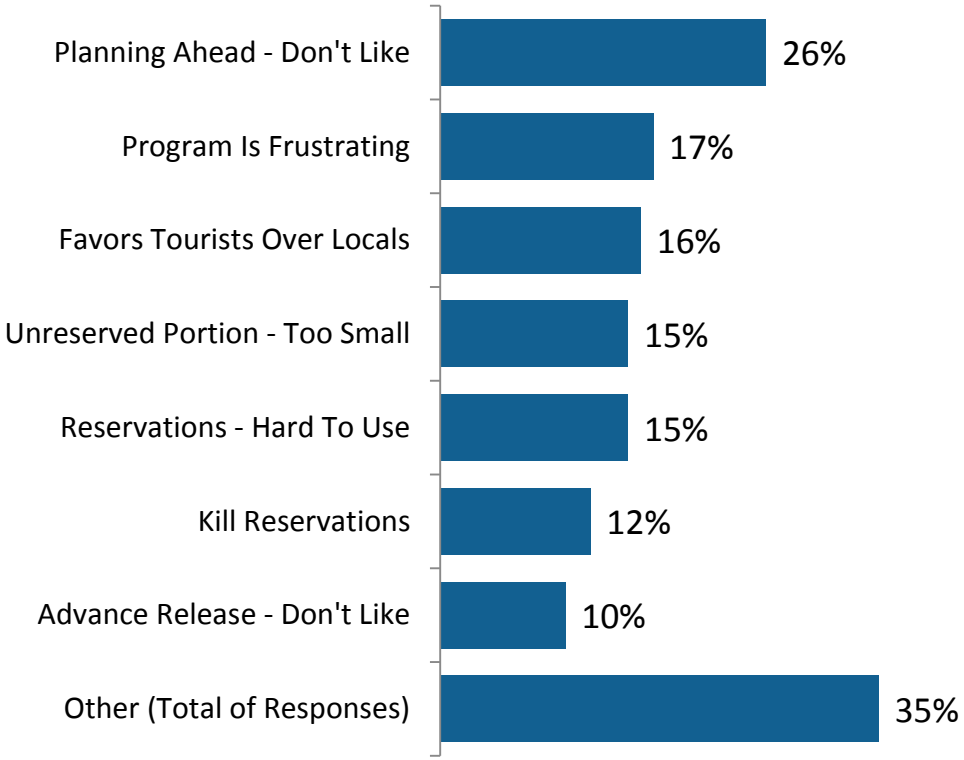


Q2. What was the most recent WSF route you took? AND Q.5 Overall, based on your experience, how would you rate the reservation system?

Reason for Dissatisfaction with Reservation System

The most often cited reason for being dissatisfied with the reservation system is "Don't Like To Plan Ahead" (26%) followed by a four way tie of "Reservation Program Is Frustrating" (17%), "Favors Tourists Over Locals" (16%), "Too Small An Unreserved Portion" (15%) and "Reservations Are Hard To Use" (15%).

The Part Of The Reservation System I Am Dissatisfied With Is … (n=776)

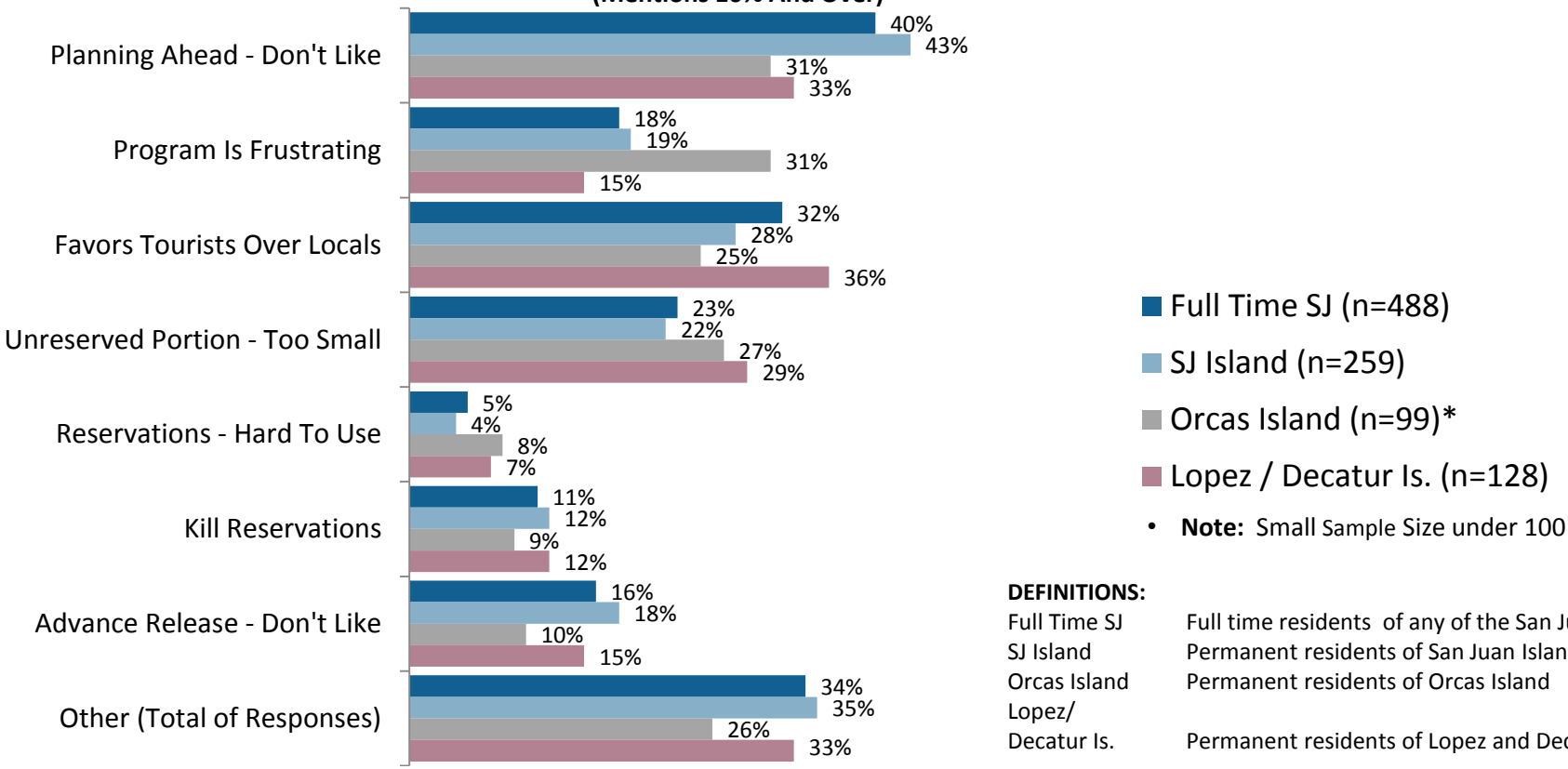


Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

Reason for Dissatisfaction with Reservation System

*For full time San Juan **C**ounty residents and those that specifically live on San Juan Island, the most often cited reason for being dissatisfied with the reservation system is "Don't Like Planning Ahead" (40%, 43% respectively) followed by "Favors Tourists Over Locals" (32%, 28%).*

The Part Of The Reservation System I Am Dissatisfied With Is …
By Full Time SJ & Island Residents
(Mentions 10% And Over)



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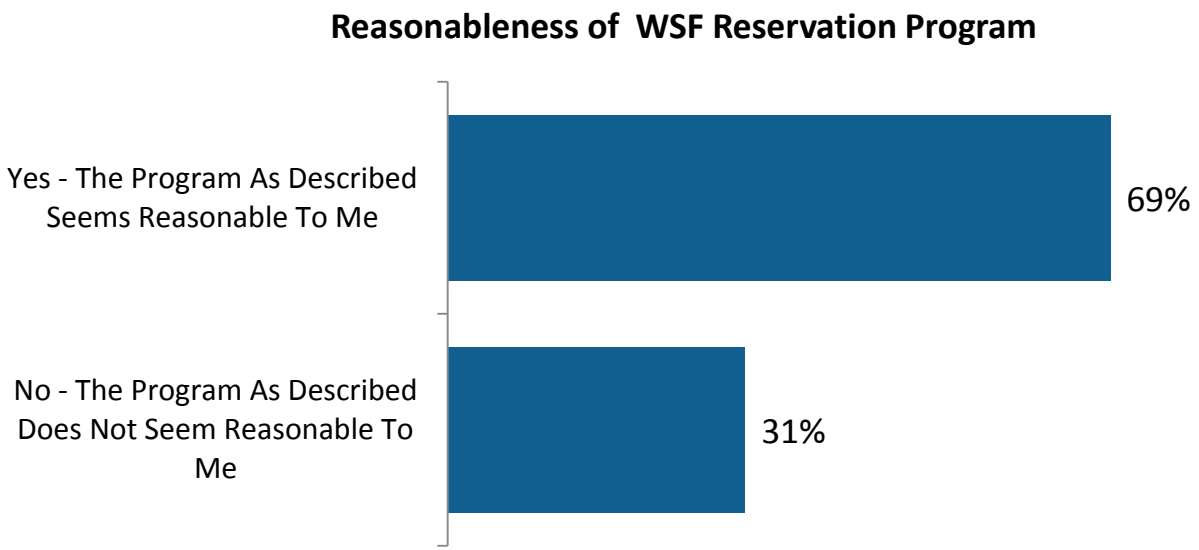
DEFINITIONS:

Full Time SJ	Full time residents of any of the San Juan Islands
SJ Island	Permanent residents of San Juan Island
Orcas Island	Permanent residents of Orcas Island
Lopez/ Decatur Is.	Permanent residents of Lopez and Decatur Islands

Q.6a Based on your experience, what specific parts of the reservation system are you dissatisfied with?

Reservation Reasonableness – Systemwide

A description of the current WSF reservation system was provided and respondents were asked if it seemed reasonable to them. A majority (69%) said it did seems reasonable, with 31% saying it seemed unreasonable.



Q.7 Here is how the reservation system currently works:

For Port Townsend/ Coupeville & Anacortes/ Sidney BC sailings:

All reservations for a sailing schedule season are available two months prior to the start of the season. Up to 80% of the space on the Port Townsend route and 100% of the space on the Anacortes/Sidney B.C. route can be reserved.

For San Juan sailings:

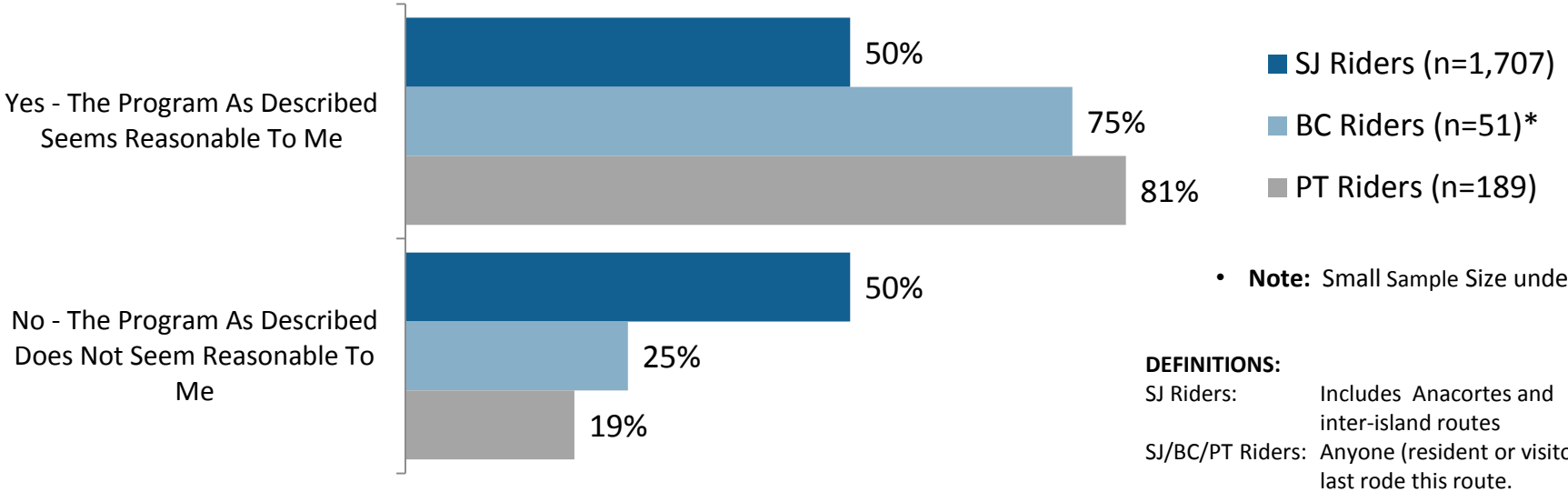
Two months ahead of the sailing schedule season, 30% of the general purpose traffic space and 100% of the commercial traffic space becomes available for reservations. Two weeks prior to any individual travel day, an additional 30% of the space becomes available. The remaining 30% becomes available two days prior to the travel day.

Based upon the above, does the WSF reservation program seem reasonable to you?

Reservation Reasonableness – Reservation Routes

Those who take the Anacortes – Sidney (75%) and Port Townsend – Coupeville (81%) routes see the reservation program described as reasonable, more so than those who use routes in the San Juan Islands (50%).

Reasonableness of WSF Reservation Program By Reservation Routes Rode



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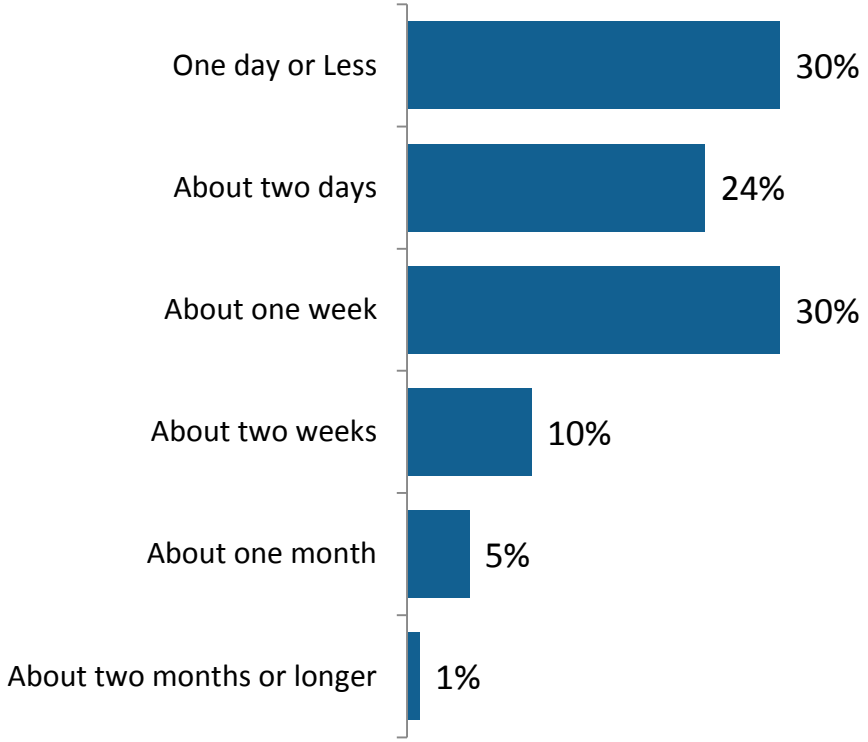
Based upon the above, does the WSF reservation program seem reasonable to you?

Advanced Travel Notice - Port Townsend /Coupeville

The 2,114 riders who have taken or are likely to take the Port Townsend / Coupeville route were asked to describe their typical lead time before they need to take the ferry. About 30% know about one week in advance, followed by one day or less (30%), and two days (24%).

Port Townsend-Coupeville Travel - I Typically Know In advance of the time/date (n=2,114)

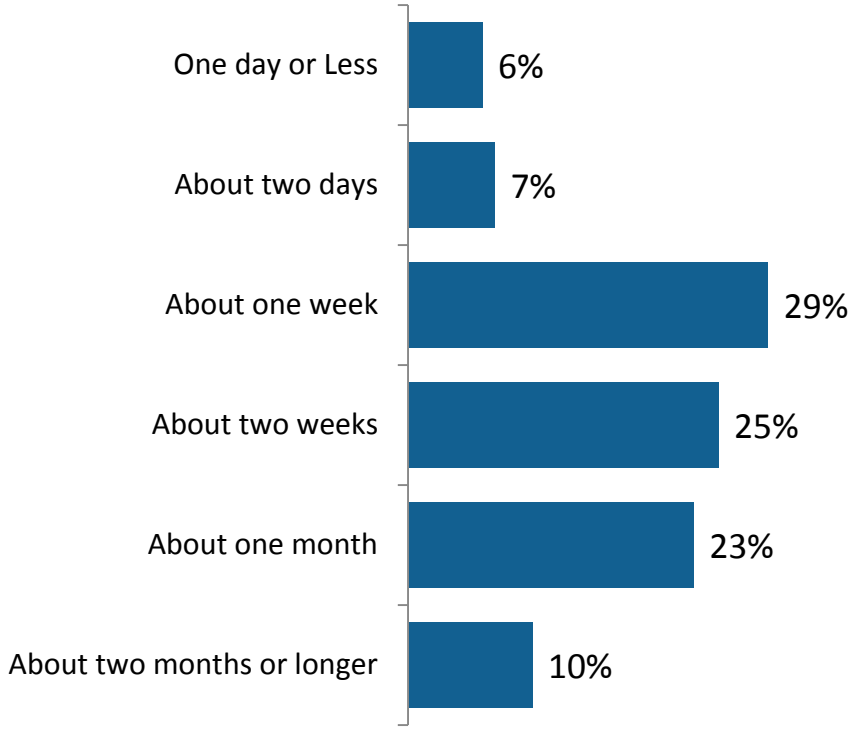


Q.9a Which statement below best describes your typical lead time before you need to take the:

Advanced Travel Notice – Anacortes / Sidney BC

The 1,127 riders who have taken or are likely to take the Anacortes / Sidney BC route were asked to describe their typical lead time before they need to take the ferry. About 29% know about one week in advance, followed by two weeks (25%), and one month (23%).

Anacortes-Sidney BC Travel - I Typically Know In Advance Of The Time/Date (n=1,127)

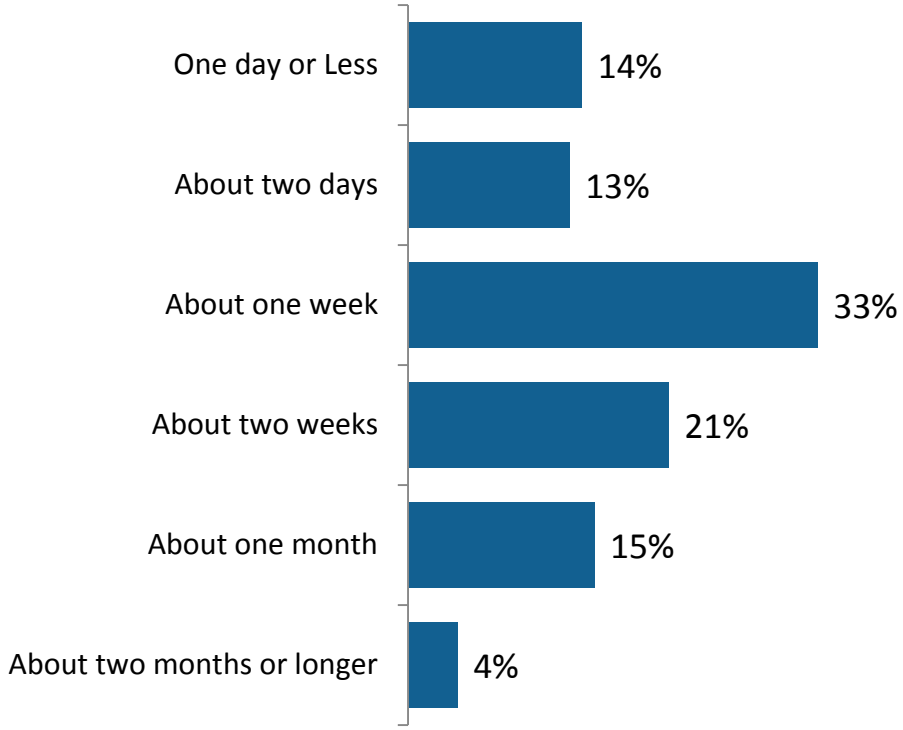


Q.9b Which statement below best describes your typical lead time before you need to take the:

Advanced Travel Notice – Anacortes / San Juan Islands

The 2,840 riders who have taken or are likely to take the Anacortes / San Juan Islands route were asked to describe their typical lead time before they need to take the ferry. About 33% know about one week in advance, followed by about two weeks (21%).

Anacortes-San Juan Islands Travel - I Typically Know In advance of the time/date (n=2,840)

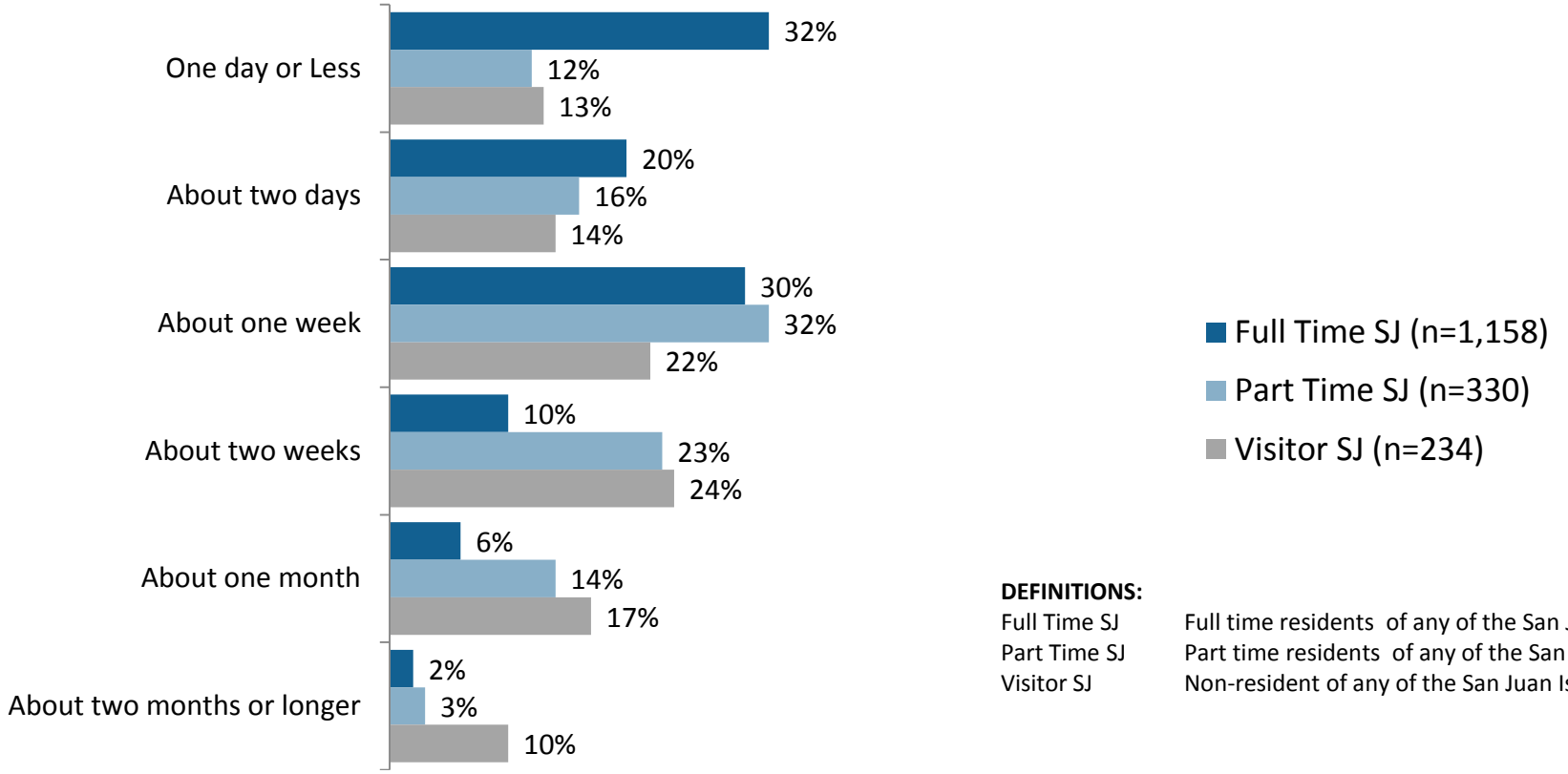


Q.9c Which statement below best describes your typical lead time before you need to take the:

Advanced Travel Notice – Residents of San Juan Islands

The riders who have taken or are likely to take the Anacortes / San Juan Islands route were asked to describe their typical lead time before they need to take the ferry. Full time residents of the San Juan Islands (32%) are twice as likely to say they only know one day or less before they need to take a ferry, compared to part time residents (12%) or visitors (13%).

Anacortes-San Juan Islands Travel - I Typically Know In Advance Of The Time/Date



DEFINITIONS:

Full Time SJ	Full time residents of any of the San Juan Islands
Part Time SJ	Part time residents of any of the San Juan Islands
Visitor SJ	Non-resident of any of the San Juan Islands

Q.9c Which statement below best describes your typical lead time before you need to take the:

THANK YOU!

For More Information Contact:

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