

# Ferry Schedule Survey Report

## Survey Marketing and Performance

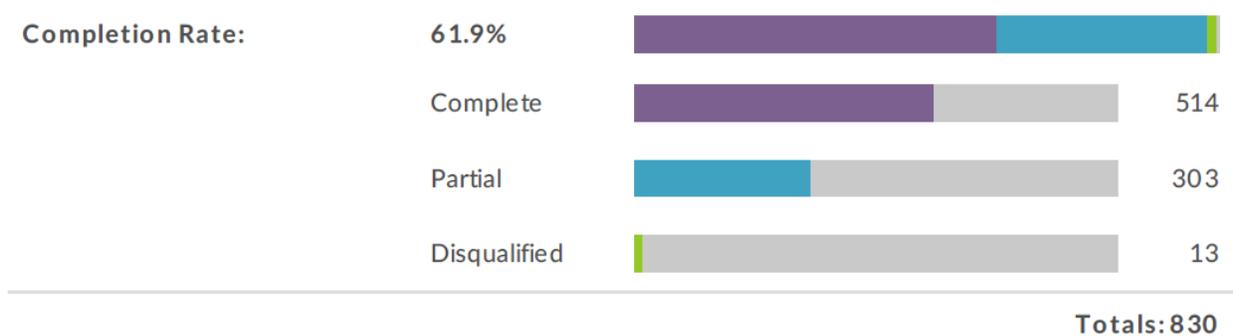
The Pierce County Ferry system requested customer input to assist in planning the upcoming schedule. Any changes to the ferry schedule will take place after January 1, 2020. The exact date and schedule changes are not yet determined.

In all, 830 people took the survey and 514 people completed it. We feel this is a good representation of ferry customers to assist us in making future scheduling decisions.

Ferry customers received a link to the online survey by email, social media and the ferry website ([www.piercecountywa.gov/ferry](http://www.piercecountywa.gov/ferry)). Pierce County’s “interested parties” email list includes 1,042 people who have signed up to be included on important ferry-related messages and ferry rider alerts. County Council Chair, Doug Richardson, also sent the link to his districtwide email list. We also reached out to a Ketrion Island resident who manages and updates a property-owner email list to request that they share the survey link. Facebook posts regarding the survey received 2,626 views, 345 engagements, 262 clicks and 15 shares.

Nearly 62 percent of people who started the survey finished it. Some respondents reported taking the survey multiple times. We disqualified 13 duplicate survey entries. The survey was then “locked down” by IP address to not allow one person to make multiple entries. We then assisted some customers who followed the link to see the survey and were unable to go back and take the survey at a later time due to being “locked out.”

## Response Counts



## Survey Responses

Responses to the open-ended questions were broad. Typically, a few themes could be seen from the responses. The themes are summarized below.

### 1. Briefly, what is most important to you in a Pierce County Ferry schedule?

Themes of responses: being reliable and on time, offering frequent service that adequately covers peak times, reducing long gaps between runs, and support and opposition for ferry service to Ketron Island.

### 2. In regard to the schedule, what is most important? (Rank 1 for most important and 3 for least important)

| Item                                                  | Overall Rank | Rank Distribution                                                                   | Score | No. of Rankings |
|-------------------------------------------------------|--------------|-------------------------------------------------------------------------------------|-------|-----------------|
| More frequent runs during peak times of the day       | 1            |   | 1,663 | 664             |
| Ferry departures are evenly spaced throughout the day | 2            |   | 1,462 | 657             |
| Schedule that is easy to read and understand          | 3            |  | 839   | 656             |


 Lowest Rank      Highest Rank

### 3. What would increase your likelihood of using walk-on ferry service?

Themes of responses: nothing will encourage their use of walk-on service, availability of car and parking in Steilacoom, improved transit options and ferry-transit timing, and cheaper pricing may encourage some to walk on. A small number of respondents already use walk-on service.

### 4. Is it more important that the ferry runs on scheduled times or that it leaves with a full load?

| Value                              | Percent | Responses |
|------------------------------------|---------|-----------|
| Ferry runs on scheduled departures | 76.2%   | 490       |
| Ferry leaves with full load        | 23.8%   | 153       |
| <b>Totals: 643</b>                 |         |           |

5. Which is most important to you, schedule that varies to meet anticipated demand or consistent and easy to understand schedule?

| Value                                           |  | Percent | Responses |
|-------------------------------------------------|--|---------|-----------|
| Consistent and easy to understand schedule      |  | 40.1%   | 258       |
| Schedule that varies to meet anticipated demand |  | 59.9%   | 385       |
| <b>Totals: 643</b>                              |  |         |           |

6. If it requires a ferry rate increase, should two-boat (more frequent) service be offered Fridays, Saturdays and Sundays during the busy summer months?

| Value              |  | Percent | Responses |
|--------------------|--|---------|-----------|
| Yes                |  | 68.4%   | 440       |
| No                 |  | 16.5%   | 106       |
| Unsure             |  | 15.1%   | 97        |
| <b>Totals: 643</b> |  |         |           |

7. If it requires a ferry rate increase, should we extend the summer two-boat schedule from Friday of Memorial Day weekend through Monday of Labor Day weekend? The current schedule offers two-boat service Memorial day weekend, one-boat service in June, and two-boat service from approximately the Fourth of July through the Monday of Labor Day weekend.

| Value              |  | Percent | Responses |
|--------------------|--|---------|-----------|
| Yes                |  | 65.3%   | 420       |
| No                 |  | 20.4%   | 131       |
| Unsure             |  | 14.3%   | 92        |
| <b>Totals: 643</b> |  |         |           |

8. What benefits do you see with proposed schedule option A?

Themes of responses: like the addition of midday run, like the 10:20 p.m. run from Steilacoom, ease of reading and understanding, support and opposition for Ketron Island runs, and many stated there were no benefits to schedule option A.

9. What issues do you see with schedule option A?

Themes of responses: the 10:20 p.m. weekday run, midday gap, confusing and hard to remember, doesn't match well with public transit times, many suggested deleting early morning (4:45 a.m.) weekend runs, many were unsure or didn't have any input. There was support and opposition to Ketron Island runs.

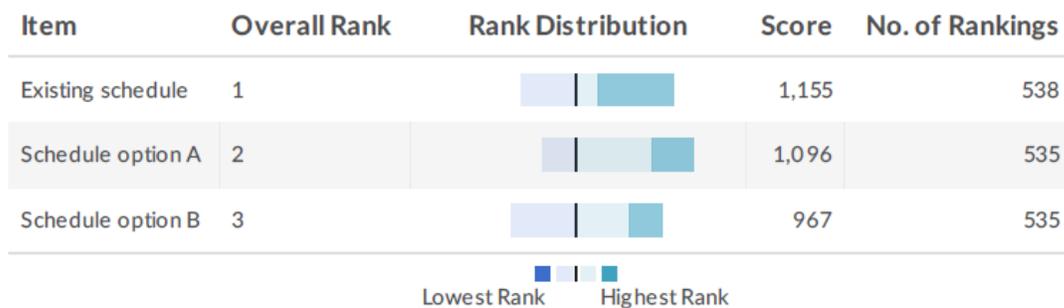
10. What benefits do you see with proposed schedule option B?

Themes of responses: many comments comparing option A with option B, they like that option B adds a run between 10 a.m. and noon, like the 10:20 p.m. run, ease of reading, commuting responses were split between good and bad, many do not like that Ketron Island has reduced service.

11. What issues do you see with schedule option B?

Themes of responses: negative reaction to available runs for commuters, hard to understand schedule and remember it, many stated option B is same as option A, issues with getting children to/from school, long midday gap, and many stated "none" for input.

12. Please rank these schedules (with 1 as most preferred and 3 as least preferred)



13. Which do you prefer: change schedule to offer dedicated runs to Ketron Island that would result in losing those runs to Anderson Island or continue with existing practice of reserving space for Ketron Island riders on a run that reduces capacity for some Anderson Island riders?

| Value                                                                                                                                       | Percent | Responses |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| Change schedule to offer dedicated runs to Ketron Island that would result in losing those runs to Anderson Island.                         | 15.7%   | 83        |
| Continue with existing practice of reserving space for Ketron Island riders on a run that reduces capacity for some Anderson Island riders. | 84.3%   | 444       |

Totals: 527

14. Do you own property on Ketron Island?

| Value | Percent | Responses |
|-------|---------|-----------|
| Yes   | 8.2%    | 43        |
| No    | 91.8%   | 484       |

Totals: 527

The responses to question 13 were further evaluated by comparing Ketron Island vs non-Ketron Island property owner responses from question 14. Ketron Island property owners prefer to change schedule to offer dedicated runs to Ketron Island that would result in losing those runs to Anderson Island. Approximately 29% of Ketron Island property owners prefer changing to dedicated runs, while just 4% prefer continuing existing service. By far, the majority of all respondents prefer continuing with existing service.