

# Feedback and Engagement Report

Quarter ended December 31, 2017



# Customer Feedback



## Comment Summary

BC Ferries receives customer-initiated feedback through letters, emails, phone calls, tweets, Facebook posts and the online feedback form. Feedback consists of a comment and associated rating.

During Q3 Fiscal 2018, 4.6 million customers travelled with BC Ferries, as compared to 4.4 million in Q3 Fiscal 2017. During this quarter:

- A total of 2,163 comments were received, compared to 1,769 for the same period in the prior year, an increase of 22%
- The average time to respond to customers was 7.9 days compared to 7.4 days in Q3 Fiscal 2017
- Positive feedback made up 11% of all customer comments received
- The top five complaints represented 32% (692) of all comments received during Q3 Fiscal 2018

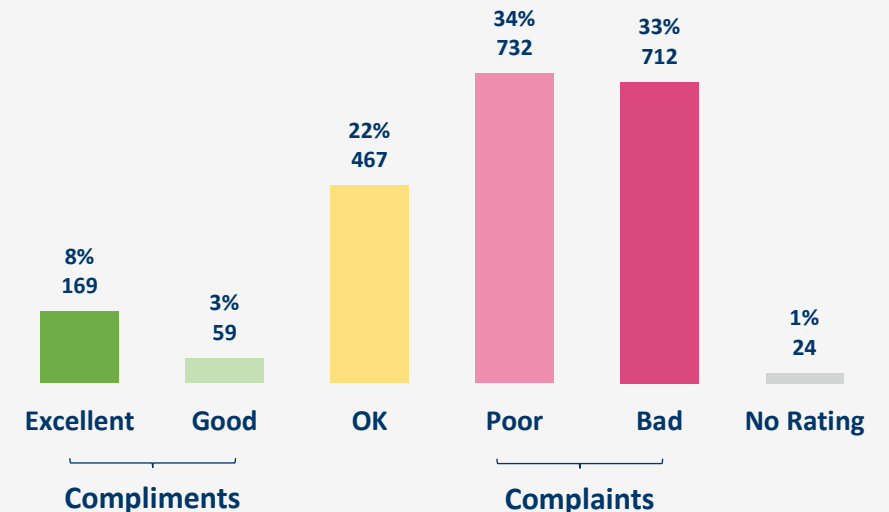
Comments in this analysis exclude General comments and comments for which no rating is provided

- 182 General comments received made up of community issues (58), company information (106) and environment (18); 24 comments were provided with no rating

There were 1,959 comments used for further analysis as they were specific to a route or region

### Distribution of Total Comments by Rating

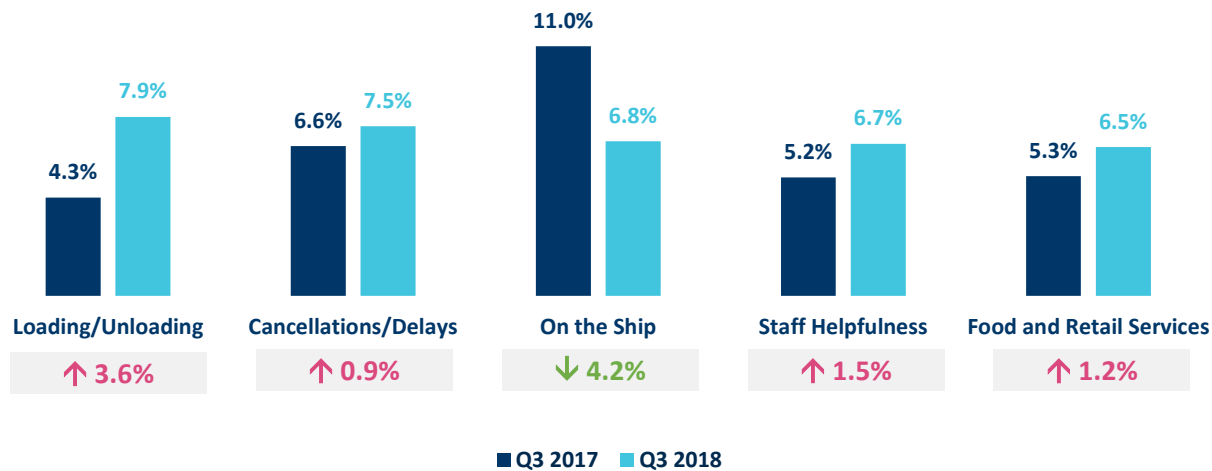
Total Comments = 2,163



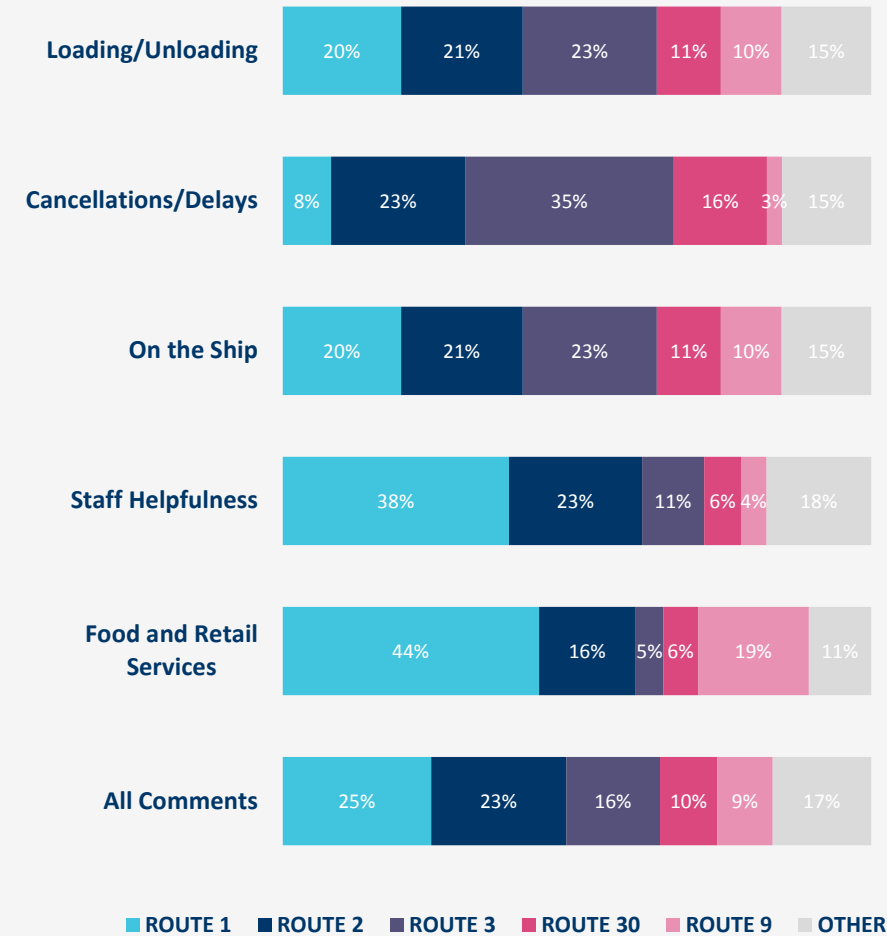
# Top 5 Customer Complaints - System Wide

#	Complaint	Q3 Fiscal 2018		Q3 Fiscal 2017	
		Complaints (n=1,444)*	% of Comments (n=1,959)**	Complaints (n=516)*	% of Comments (n=1,595)**
1	Loading/Unloading	154	7.9%	69	4.3%
2	Cancellations/Delays	146	7.5%	105	6.6%
3	On the Ship	133	6.8%	175	11%
4	Staff Helpfulness	131	6.7%	83	5.2%
5	Food and Retail Services	128	6.5%	84	5.3%

Top 5 Customer Complaints as a % of All Comments\*\*



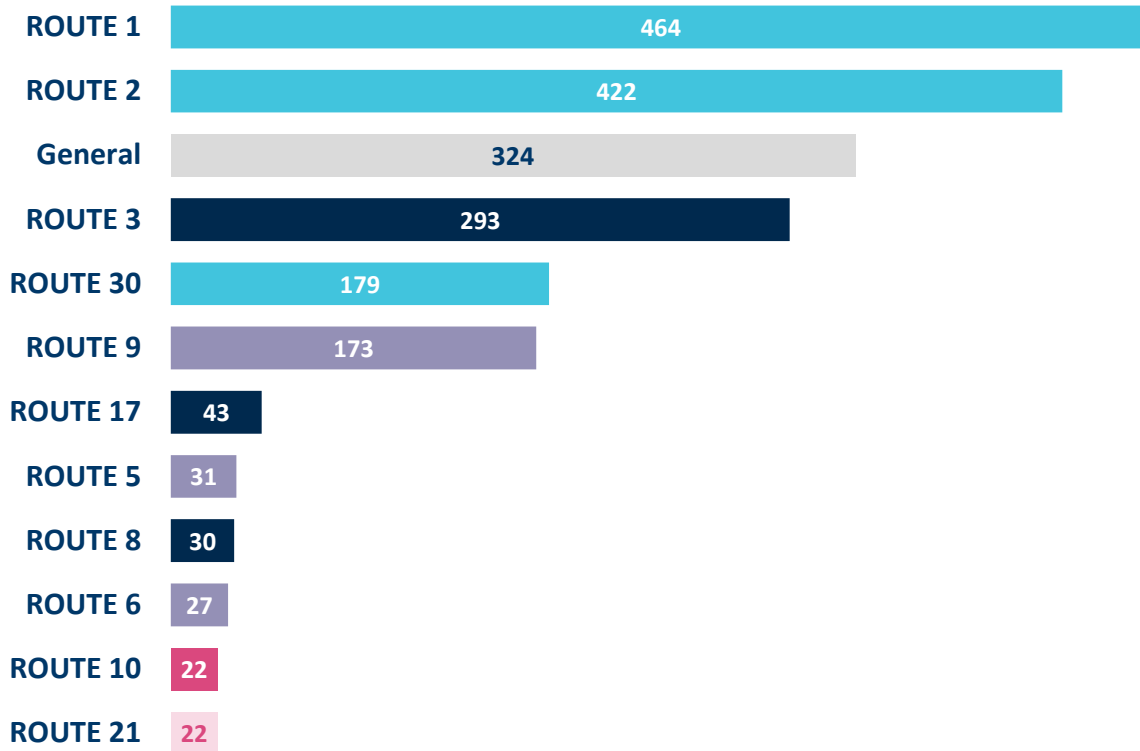
## Comment Distribution by Route



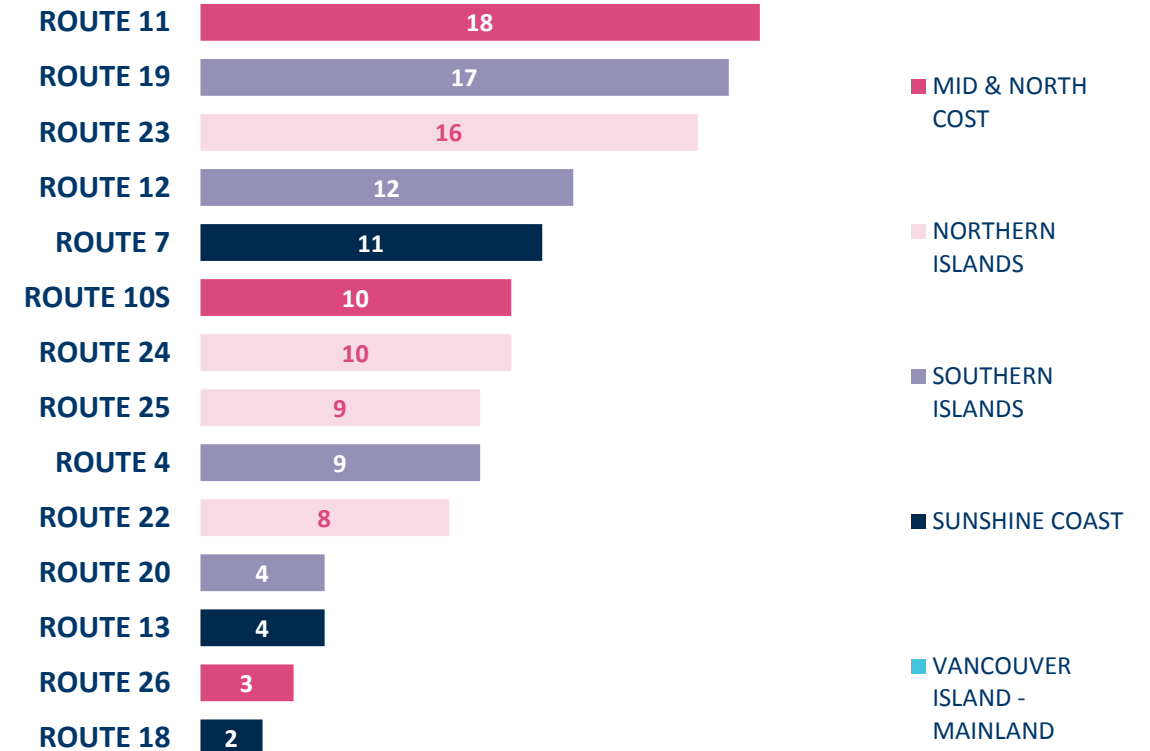
\*Complaints = "bad" or "poor" rating accompanied by a comment  
 \*\*Excludes comments classified as General and comments with no rating provided

## Overall System Wide Comments by Route

Routes with >20 Comments



Routes with <20 Comments



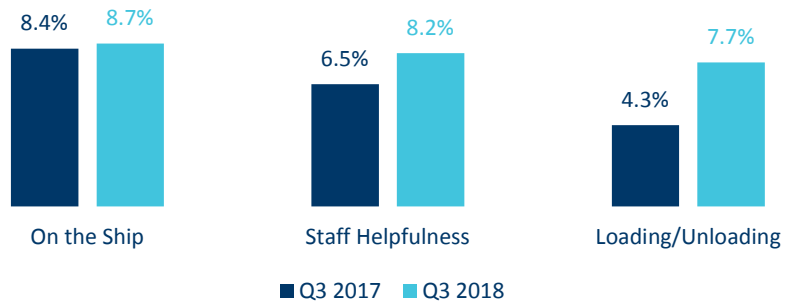
# Regional Comments

## Vancouver Island - Mainland:

50% of Total System Wide Comments Received

#	Complaint	Q3 2018		Q3 2017	
		Complaints (n=711)*	% of Comments (n=989)**	Complaints (n=533)*	% of Comments (n=736)**
1	On the Ship	86	8.7%	62	8.4%
2	Staff Helpfulness	81	8.2%	48	6.5%
3	Loading/Unloading	76	7.7%	32	4.3%

'Vancouver Island – Mainland' Complaints as a % Of All 'Vancouver Island to Mainland' Comments\*\*



## Sample Customer Comments

### Complaints (711)

- Customer wrote: "The lack of seating onboard is absolutely ridiculous. Passengers are not allowed to sit in their vehicles, yet there is not enough seating available. It is ridiculous to think people will stand for an hour and a half."
- Customer called to complain that she arrived at the terminal without a reservation at approximately 1:00 pm for the 2:00 pm departure. The ticket agent advised her that she would definitely be on the 2:00 pm sailing, however, the customer was one of three cars left behind for the 3:00 pm sailing.
- Customer wrote: "This morning we requested a spot on the upper deck due to the new rule. We were told the upper deck was full but once onboard we discovered that the upper deck had room for 10 to 20 more cars. As frequent customers we request that you please make more effort to accommodate travellers that want to stay in their car."

### Compliments (107)

- Customer wrote: "I think your move to ban smoking on all BC Ferries property starting January 2018 is great. We need more large corporations and institutions to do the same."
- Customer wrote: "Hats off to the skilled bridge team on the 9:00 am sailing from Tsawwassen to Swartz Bay. I'm at the Swartz Bay terminal picking up my husband and I'm watching the ship come in under intense fog conditions. Great job BC Ferries, thank you for bringing my husband home safely!"
- Customer sent in a card to recognize the assistance she received from staff when boarding the ferry. The customer mentioned that she uses BC Ferries' wheelchair service regularly and wanted to let us know that everyone who assists her are always kind and helpful.

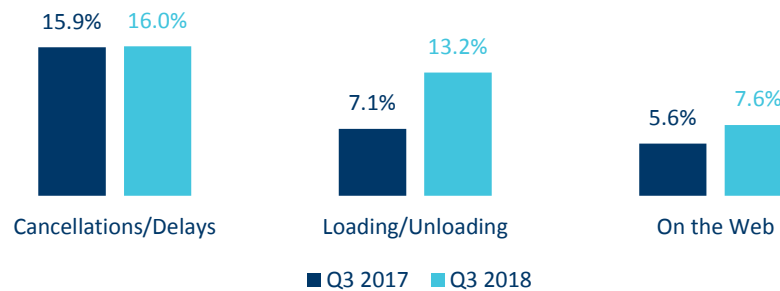
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# Regional Comments Sunshine Coast:

18% of Total System Wide Comments Received

#	Complaint	Q3 2018		Q3 2017	
		Complaints (n=279)*	% of Comments (n=357)**	Complaints (n=208)*	% of Comments (n=252)**
1	Cancellations/Delays	57	16%	40	15.9%
2	Loading/Unloading	47	13.2%	18	7.1%
3	On the Web	27	7.6%	14	5.6%

'Sunshine Coast' Complaints as a % Of All 'Sunshine Coast' Comments\*\*



## Sample Customer Comments

### Complaints (279)

- Customer wrote: "I'm sitting at Langdale terminal waiting for the next ferry as the 12:35 pm was overloaded. About 50 cars were denied passage and now we are all late for Christmas. Almost every single sailing I've attempted to board this year has been overloaded and often reservations are booked so far ahead that there are none left closer to sailing day. Why?"
- Customer wrote: "Why on a long weekend on a 3:50pm sailing would you let two double end fully loaded dump trucks disembark at Earls Cove first with over 90 per cent of the remaining vehicles left to unload? Usually the slower vehicles get held back and both of these vehicles were well back on the boat and not blocking any vehicles in. Thanks, for the ongoing consideration, we missed our Langdale connection."
- Customer called to complain about the loading procedures at Horseshoe Bay for travel to Bowen Island. He arrived at the ticket booth before the cut-off time but there wasn't anyone at the booth. He was unable to be assigned to a lane as traffic from Departure Bay was backed up and he missed his sailing.
- Customer called to request that we provide more frequent updates to the service notices during delays or incidents.

### Compliments (18)

- A million kisses to our Senior Chef on the Thanksgiving Day noon ferry for the coconut chicken soup prepared for us on our way back to the Sunshine Coast.
- Thank you so much for listening and restoring the Wednesday and Saturday sailings on the Powell River/Comox run!

\*Complaints = "bad" or "poor" rating accompanied by a comment  
 \*\*Excludes comments classified as General and comments with no rating provided

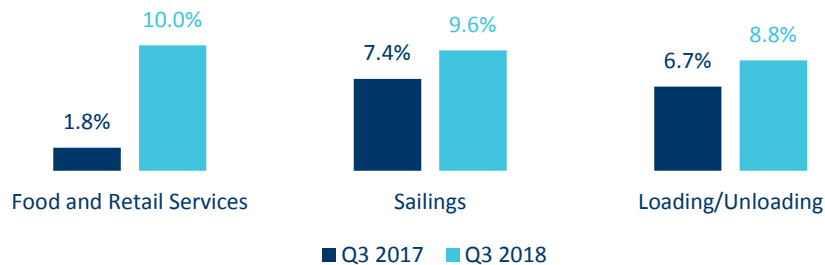
# Regional Comments

## Southern Gulf Islands:

13% of Total System Wide Comments Received

#	Complaint	Q3 2018		Q3 2017	
		Complaints (n=181)*	% of Comments (n=249)**	Complaints (n=114)*	% of Comments (n=163)**
1	Food and Retail Services	25	10%	3	1.8%
2	Sailings	24	9.6%	12	7.4%
3	Loading/Unloading	22	8.8%	11	6.7%

'Southern Gulf' Complaints as a % Of All 'Southern Gulf' Comments\*\*



## Sample Customer Comments

### Complaints (181)

- Customer called regarding the mechanical delay on the last sailing from Chemainus. She had groceries and other items in her vehicle and could not leave them overnight to take the water taxi. She spent the night in a hotel and would like compensation.
- Customer wrote: "I recently travelled on the new Salish ferry from Tsawwassen and was disappointed to find the baked potato and chili were no longer available. My husband and I have looked forward to this meal on the ferry for years, feeling it is the best option for our needs - healthy, simple food. There are many folks with food sensitivities for whom this would be the only thing they can eat on the ferry. My hope is that you will consider this feedback and reinstate the baked potato option."
- Customer called to complain that requesting to be on the upper car deck when travelling for medical reasons is his right. The fact that BC Ferries recommends he arrive at the terminal early so staff can make every effort to accommodate his request is a violation of those rights and unacceptable.

### Compliments (21)

- Customer tweeted: "We just reviewed the new temporary schedule for Crofton/Vesuvius. Unreal! We have five kids that have commuted for 6:00 am practice for 7 years and we have had to stay the night in a trailer all winter so the boys can play rep hockey and make the practices. This new schedule means we can sleep in our own beds, have dinner as a family and so much more! We hope this schedule will stay. A huge thank you! The ferry is so much more to us, we travel every single day just for sports and it's like our living room most evenings."
- Customer wrote: "I was impressed by the services and offerings on board the new Salish Raven this past weekend. Smooth sailing under adverse conditions."

\*Complaints = "bad" or "poor" rating accompanied by a comment  
 \*\*Excludes comments classified as General and comments with no rating provided

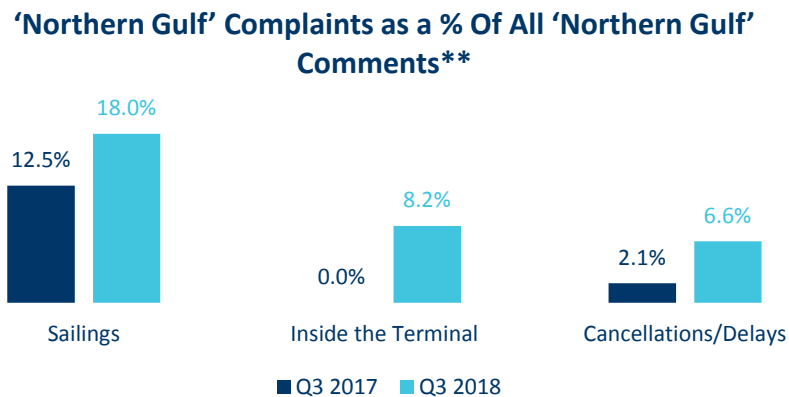


# Regional Comments

## Northern Gulf Islands:

3% of Total System Wide Comments Received

#	Complaint	Q3 2018		Q3 2017	
		Complaints (n=45)*	% of Comments (n=61)**	Complaints (n=36)*	% of Comments (n=48)**
1	Sailings	11	18%	6	12.5%
2	Inside the Terminal	5	8.2%	0	0%
3	Cancellation/Delays	4	6.6%	1	2.1%



## Sample Customer Comments

### Complaints (45)

- Customer wrote: "Please explain why the ferry leaving Buckley Bay leaves at 2:35 pm when the ferry from Denman to Hornby leaves at 2:20 pm. The next Denman ferry leaving for Hornby is at 3:50 pm. This schedule makes no sense; every hour makes sense and allows the ferries to connect. The sailing from Denman to Hornby leaves at 1:50 pm then again at 2:20 pm, creating an empty sailing without a connecting ferry. Please explain this logic."
- Customer wrote: "The ferry between Cortes and Quadra Island is always filled with quiet, hungry faces because the only food available is through the Ryan Vending machine. The only choices are sugary snacks and processed junk food, which the nature-loving health-conscious residents of Cortes teach their children to avoid. I recently bought a coffee from a 7-11 machine and I would like you to know that if you had a coffee machine on this boat you would be guaranteed many sales from coffee alone. With the schedule as it is, it leaves no room for travellers from Cortes to Campbell River to stop for coffee on Quadra. If nothing else, please consider installing a vending machine that sells real food such as granola bars, yogurt, dried fruit, nuts, etc."
- Customer called to complain that when travelling on the Cortes Island to Quadra Island route, he was not unloaded in the order that normally happens and missed his connection to Campbell River.

### Compliments (4)

- Customer wrote: "Kudos to the Captain on the Hornby Island/Denman Island route, an impressive dock during high winds, strong current, and rough seas."

\*Complaints = "bad" or "poor" rating accompanied by a comment  
 \*\*Excludes comments classified as General and comments with no rating provided

# Regional Comments

## Mid & North Coast:

2% of Total System Wide Comments Received

#	Complaint	Q3 2018		Q3 2017	
		Complaints (n=37)*	% of Comments (n=48)**	Complaints (n=29)*	% of Comments (n=44)**
1	On the Web	8	16.7%	8	18.2%
2	Staff Helpfulness	7	14.6%	5	11.4%
3	Food and Retail Services	4	8.3%	3	6.8%

'Mid & North Coast' Complaints as a % Of All 'Mid & North Coast' Comments\*\*



## Sample Customer Comments

### Complaints (37)

- Customer wrote: "Your 2018 ferry schedule has said 'check back soon' since the 2017 schedule ended. I understand from some of your staff that it might be December before a schedule comes out. I'm waiting to make travel plans for next June. I suggest being truthful and stating 'new schedule in December' rather than 'check back soon'."
- Customer called to complain about the slow check-in process at the Bear Cove terminal in Port Hardy, as well as the lack of sailings on Fridays from Bella Bella to Port Hardy. She would like more time with her family and feels she's spending too much money for the service.
- Customer called to express her disappointment with the lack of food and beverage onboard when her son travelled last month between Bella Bella and Bella Coola. He had decided not to bring snacks with him and realized once onboard that there was nothing available to eat or drink.
- "Why do you list the schedules by number date, in lists? It's impossible to read easily. Use a calendar format. It's like BC Ferries is purposely making it more difficult to book travel. You are our highway to the mainland. You're the worst company I've ever traveled with, and there are no other options because of your monopoly. I'm beyond disappointed with every aspect of BC Ferries. It's like you want to fail!"

### Compliments (4)

- Customer wrote: "Amazing customer service from the agent at the Prince Rupert terminal check-in desk. Above and beyond, thank you very much."

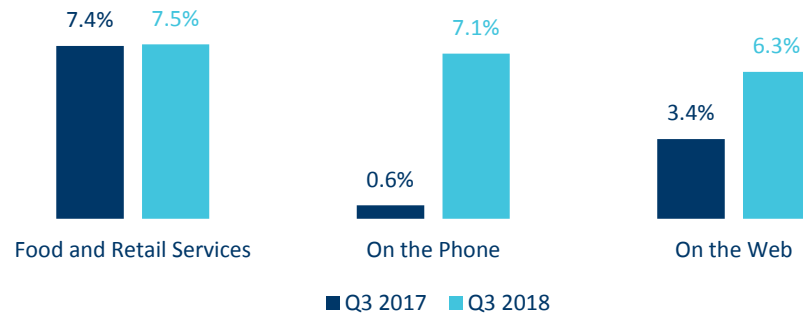
\*Complaints = "bad" or "poor" rating accompanied by a comment  
 \*\*Excludes comments classified as General and comments with no rating provided

# Regional Comments General (No Route Specified):

13% of Total System Wide Comments Received

#	Complaint	Q3 2018		Q3 2017	
		Complaints (n=119)*	% of Comments (n=255)**	Complaints (n=196)*	% of Comments (n=352)**
1	Food and Retail Services	19	7.5%	26	7.4%
2	On the Phone	18	7.1%	2	0.6%
3	On the Web	16	6.3%	12	3.4%

'General' Complaints as a % Of All 'General' Comments\*\*



## Sample Customer Comments

### Complaints (119)

- Customer wrote: "I'm disappointed that BC Ferries doesn't support Salt Spring Island Coffee or Strait Coffee rather than Starbucks and Canterbury Coffee. We need to support our own economy and have the profits remain in Canada."
- Customer wrote: "I travel on the ferries a lot and when you first introduced the Wi-Fi onboard it worked, but now it doesn't. It would be really nice if you would fix it."
- Customer called to complain about the excessive wait time for an agent. He would have appreciated knowing in advance how long the wait time was going to be.
- Customer called as she was having trouble making a reservation online. She stated that the webpage layout puts too much emphasis on promotions, and she was having troubles locating the option to make a reservation without signing in.

### Compliments (40)

- Customer wrote regarding his experience with our Customer Service Centre: "Your customer service is outstanding. I hope that your department gets some credit for the excellent job you do getting back to people in a timely fashion. Please feel free to forward this onto one of your managers with my appreciation."
- Customer wrote: "The trip booked was fantastic! The Manor was beautiful and exceeded expectations and Victoria was thoroughly enjoyed - high tea, carriage ride, escape room, Butchart Gardens and much more! We will absolutely recommend your package!"
- Customer tweeted a positive message of appreciation, "This tweet made me laugh... love the humor @BCFerries!"

\*Complaints = "bad" or "poor" rating accompanied by a comment

\*\*Excludes comments classified as General and comments with no rating provided

## Loading/Unloading:

- **Vancouver Island - Mainland**
- **Sunshine Coast**
- **Southern Gulf Islands**
- **Northern Gulf Islands**

Effective October 11, 2017, BC Ferries implemented Transport Canada's mandated regulation to harmonize safety practices with Canadian ferry operators by prohibiting passengers from remaining in their vehicle on any closed vehicle deck (a space that is closed at both ends with limited side openings) on a vessel that is underway. This Transport Canada Regulation is in accordance with Section 152 of the Cargo, Tackle and Fumigation Regulations. Along with challenges related to the closed vehicle deck policy, customers continue to have an expectation where they be loaded and discharged in the order their vehicle arrived at the terminal.

Of the loading/unloading comments received, approximately 75 per cent were related to how the application of the Transport Canada regulation has impacted customer travel, specifically for those customers travelling on the routes serving Vancouver Island-Mainland and Route 3 on the Sunshine Coast as well as Routes 9 and 17.

The loading and allocation of vehicles on BC Ferries' vessels has become more complex due to upper deck loading requests, increased traffic volumes and customer expectations. When customers are not loaded when and where they request on the vessel, they believe BC Ferries failed to provide the level of customer service expected. There are a variety of factors taken into account when loading a BC Ferries vessel: reservations, weight distribution, tide levels, weather conditions, upper deck requests and optimal use of car deck space. BC Ferries continues to communicate with and educate customers on the importance of these 'load balance' considerations and closely monitors customer feedback regarding the loading process. Feedback is shared with terminal and vessel staff to ensure that the end-to-end customer travel experience continues to improve.

## Cancellation/Delays:

- **Sunshine Coast**

Operational cancellations and delays can be caused by traffic volumes, mechanical issues or adverse weather conditions. Other impacts to service include medical emergencies, marine emergencies, crewing matters and situations that occur during the loading/unloading process (stalled vehicle, lost key, driver not in vehicle, dead battery, etc.). The *Queen of Coquitlam*, servicing Routes 2 and 3, was removed from service October 2 – 5 due to bearing damage, the *Queen of Surrey* missed one round trip on October 10 due to an exhaust valve issue and there were fleet wide cancellations on November 13 due to adverse weather conditions.

The majority of the cancellation/delay complaints were from BC Ferries' Sunshine Coast customers with 35% of the complaints received being from Route 3 customers followed by 23% from Route 2, 16% from Route 30, 8% from Route 1 and 3% from Route 9.

BC Ferries has a plan to guide employees in managing delays and cancellations of service. Each incident is reviewed and managed on a case by case basis to ensure the needs of the specific communities and customers are taken into consideration. The primary focus is always the restoration of full service as soon as it is safe to do so.

BC Ferries recognizes the challenges of the routes that run out of Horseshoe Bay terminal. The configuration of this terminal limits the Company's operational flexibility, particularly during periods of high traffic. In response to a broad public engagement process, BC Ferries announced a new schedule that would go into effect January 2, 2018 on routes that service the Sunshine Coast. This new schedule will provide the community with on-time departures, increased capacity, transit connections and later sailings out of Horseshoe Bay. Further improvement initiatives continue with Langdale and Horseshoe Bay terminal development planning underway.

## On the Ship:

- **Vancouver Island - Mainland**

Customers have an expectation of BC Ferries' services. When those expectations are not met, customers are left with a negative perception of their travel experience. Key areas attracting customer attention during Q3 Fiscal 2018: the Transport Canada regulation (restricting passenger access to closed vehicle decks), BC Ferries commitment to offer a smoke-free environment onboard all vessels and at all terminals (effective January 22, 2018) and limited or lack of Wi-Fi service on board and at terminals.

Three quarters of 'On the Ship' feedback comes from those customers travelling on routes serving Vancouver Island-Mainland and Route 3 on the Sunshine Coast.

Comments received from customers related to the Transport Canada regulation during Q3 Fiscal 2018 were predominantly from customers with specific medical needs prohibiting them from leaving their vehicles, from passengers wanting to remain in their vehicles with their pets and from commercial drivers who would prefer to sleep while on board. While the regulation will remain in place, BC Ferries has identified areas where improvements could potentially be made to enhance the customers' travel experience; provide improved communication at the ticket booth regarding the policy to reduce false loading expectations, increase the size of pet areas to better accommodate demand and provide additional passenger seating available on board. To assist with meeting demand during the peak holiday season and to alleviate pressures on indoor seating, BC Ferries made adjustments to the outdoor passenger deck solariums on the *Queen of Oak Bay*, *Queen of Cowichan* and *Queen of Coquitlam* serving Routes 2 and 3. These adjustments included installed heating, draping to keep heat in the space and adding padding to metal benches for comfort.

The anticipation of BC Ferries offering a smoke-free environment, one that would prohibit the use of tobacco, marijuana and e-cigarettes on its property, was met with mixed emotions, however, the majority of the feedback received was in favour of the coming non-smoking policy.

BC Ferries is aware that its current Wi-Fi service is not meeting customer expectations. Other modes of transportation, such as airlines and rail, use satellite-based systems which offer a faster and more reliable service. However, they are also very costly. In order to improve the customer's travel experience, BC Ferries is exploring the option of satellite service. This may involve a tiered access system.

## Staff Helpfulness:

- **Vancouver Island – Mainland**
- **Mid & North Coast**

Communication issues, ticketing errors, misunderstandings, inappropriate behaviour by employees and call wait times can lead to customer dissatisfaction. BC Ferries identifies areas for improvement in customer service through ongoing customer feedback, complaints and suggestions received through all comment channels. Staffing needs must consistently be analyzed and adjusted to meet demand.

Over 75% of 'Staff Helpfulness' feedback comes from those customers travelling on routes serving Vancouver Island-Mainland and Route 3 on the Sunshine Coast followed by those on the Mid and North Coast routes. Complaints are reviewed and investigated on a case by case basis. Customers receive a response either in writing or verbally with an apology and an explanation of the policy or event. Every effort is made to avoid further confusion by clarifying misunderstandings of policy or procedure. Employee complaints are shared with the appropriate management team if deemed necessary for follow up with the employee.

# Comment Summary

## Staff Helpfulness (cont'd):

Compliments are shared with the individual management team so that the employee may be recognized for their efforts. Social media channels and customer emails are monitored and responded to in a timely manner to keep up to date on emerging issues and trends.

Of note, continued improvements in customer service are once again reflected in the number of staff compliments received for “On the Ship: Staff Helpfulness” and “On the Phone: Information Accuracy” where compliments exceed complaints.

## Food/Retail Services:

- Mid & North Coast
- Southern Gulf Islands
- Northern Gulf Islands

Food and beverage choices are of significant importance to BC Ferries’ customers. Most recently, due to challenges with the exhaust fans on the new Salish Class vessels, BC Ferries had to remove certain items from the menu on the routes serviced by these vessels.

Ongoing customer feedback and suggestions are actively monitored. BC Ferries responds by changing or adding food options whenever possible. New menu options are tested for quality, value and feasibility while monitoring demand and the potential for increased waste.

The fans on the new Salish Class vessels are being repaired during their scheduled refit early 2018 which will enable a full service menu to follow.

## On the Web:

- Sunshine Coast
- Mid & North Coast

Customers look for timely information when it comes to communication related to BC Ferries’ schedules and operational matters. Additional themes emerging from customer feedback have touched on user interface design; mobile friendly options; the need for better trip planning and fare calculating tools; operating systems and devices; and timing of email notifications about service interruptions.

BC Ferries’ newest vessel, the *Northern Sea Wolf*, is set to go in service for the summer of 2018. The vessels’ in-service date is tentative and will be confirmed by mid-March, at which time the Route 28 summer schedule will be confirmed. This has caused frustration among those looking to make plans for the summer period. In addition, customers continue to provide feedback regarding BC Ferries’ current website and its existing technological limitations.

Ongoing feedback has helped BC Ferries prioritize issues to be addressed with the implementation of two key business strategies – the Fare Flexibility and Revenue Management Strategy and the Digital Experience Strategy – which together will modernize how BC Ferries sets pricing, sells travel and manages capacity utilization of sailings. The BC Ferries website will be replaced with a new e-commerce site with commercial strength, multi-channel, secure e-commerce software. Successful delivery of the Digital Experience Strategy will require BC Ferries to continuously deliver timely content, products and services through mobile devices and social channels. Both systems will be consistent with industry standards in design and usability.

# Comment Summary

## Sailings:

- Southern Gulf Islands
- Northern Gulf Islands

Customers residing in coastal communities rely heavily on BC Ferries' services and are greatly impacted by sailing frequency and availability. Passenger traffic levels during Q3 of Fiscal 2018 are up 5.1% over the same period last year and vehicle traffic levels are up 5.2%. This overall increase in traffic continues to affect the ability of customers to travel on the sailing of their choice.

The *Kuper*, servicing Chemainus/Thetis and Penelakut Islands, experienced a main engine failure on October 8, 2017 which resulted in service for the last sailing of the day being provided by water taxi.

BC Ferries sailing schedules are developed after taking into consideration historical traffic volume, known events and/or special promotions which may increase the number of customers travelling, and deliverables as required by our contract with the provincial government.

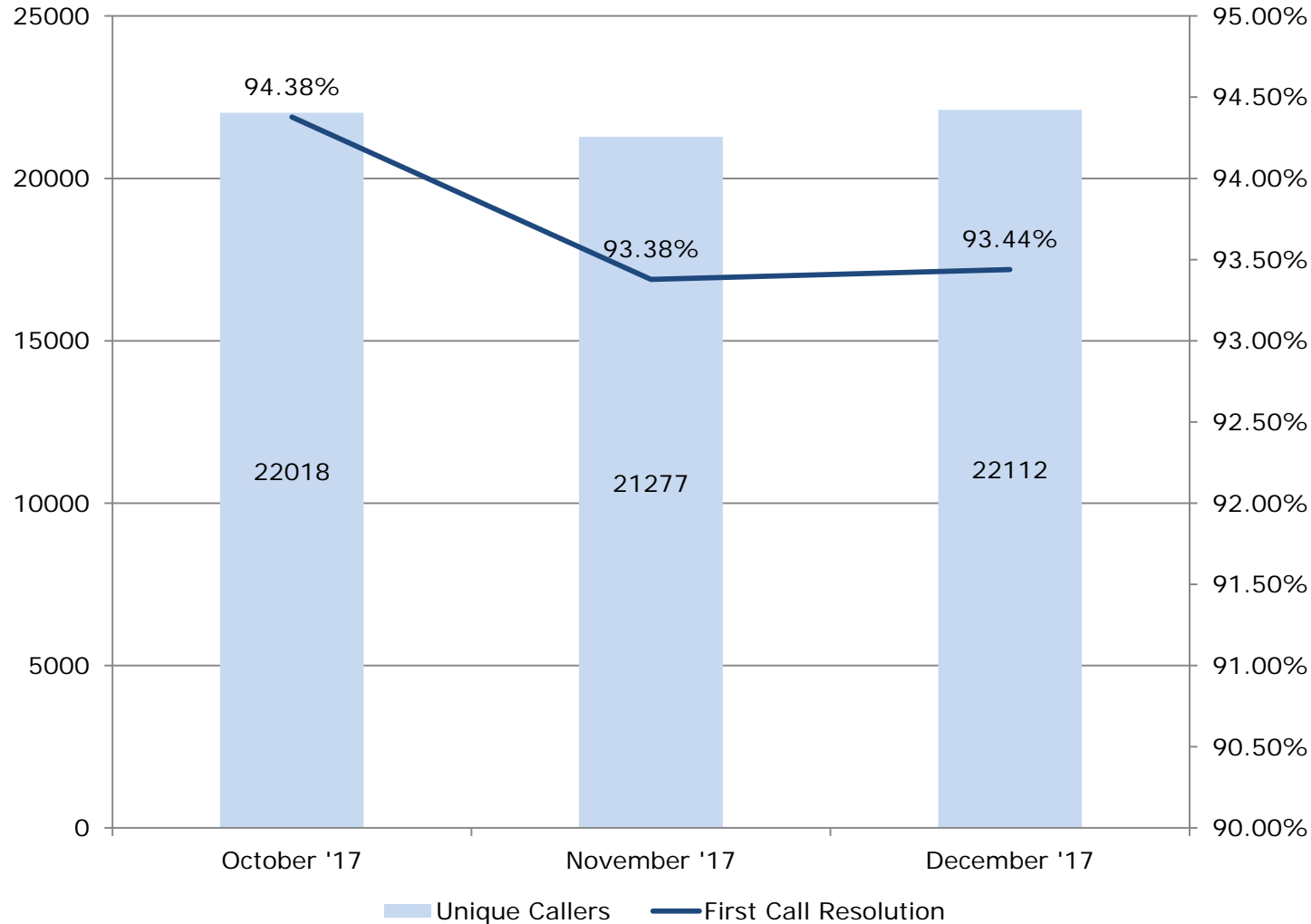
BC Ferries continues to engage local communities and customers to collect feedback which allows them to identify the needs of specific routes. Customers seeking change are encouraged to get involved with their local Ferry Advisory Committee (FAC). Customers seeking compensation for service interruptions due to mechanical issues are reviewed on a case by case basis.

## On the Phone:

- General

High call volumes, attrition rate (due to opportunities in other departments) and project demands related to technology upgrades contributed to staffing challenges in BC Ferries' Customer Service Centre. As a result, 15 individuals were hired and began training December 4, 2017. Staffing needs are consistently analyzed across all departments and adjusted to meet demand.

# Customer Service Centre First Call Resolution (FCR)



## Q3 FCR Summary:

- In addition to customer feedback received through BC Ferries' Customer Relations department, customer questions and concerns are handled directly through the Customer Service Centre
- The Customer Service Centre receives approximately 470,000 calls each fiscal year
- During Q3 Fiscal 2018, the Customer Service Centre received 78,736 customer calls as compared to 76,952 in Q3 Fiscal 2017
- Of the 78,736 customer calls received, 65,407 were unique callers in Q3 Fiscal 2018
- With the implementation of a new call centre technology, BC Ferries was able to begin tracking the rate at which customers call back within the same day. This data has allowed us to get a picture of how many of our customers received "First Call Resolution":
  - Data analysis shows that approximately 94% of unique callers have their concerns resolved on their first call
  - Approximately 6.5% of customers who call repeatedly in one day drive approximately 20% of total call volume



# Customer Satisfaction Tracking

## Survey Methodology

- The Customer Satisfaction Tracking is an intercept survey conducted annually in three waves – June, August and November
- Data sampling validation and weighing is statistically relevant to passenger distribution
- The surveys are conducted on Routes 1, 2, 3, 30, 4, 5/9 and 19
- An interview with every 5<sup>th</sup> passenger is attempted and both foot and vehicle passengers are approached
- All areas of the vessel are covered
- Phase 1 of the survey data collection is conducted in person, collecting key passenger data
- Phase 2 of the survey has customers complete a self-administered portion post travel regarding their experience

# Customer Satisfaction Tracking

## Overall Customer Satisfaction:

OVERALL SATISFACTION	Nov 12	Nov 13	Nov 14	Nov 15	Nov 16	Nov 17
<i>ALL Routes</i>	4.14	4.14	4.06	4.14	4.19	<b>4.10</b>
Route 1	4.24	4.13	4.27	4.28	4.27	<b>4.23</b>
Route 2	4.07	4.04	4.06	4.13	4.19	<b>4.10</b>
Route 30	4.20	4.19	4.15	4.10	4.13	<b>4.02</b>
Route 3	4.07	4.22	3.85	3.90	4.02	<b>3.94</b>
Route 4	4.20	4.18	4.13	4.24	4.35	<b>4.21</b>
Route 19	4.03	4.18	3.35	4.03	4.21	<b>3.72</b>
Route 5/9	4.08	4.20	4.08	4.15	4.22	<b>4.12</b>

Average satisfaction score out of 5 where 1 = very dissatisfied and 5 = very satisfied. (Source: Mustel Group CST Research)

Percent satisfied	Nov 12	Nov 13	Nov 14	Nov 15	Nov 16	Nov 17
All BC Ferries	87%	87%	83%	89%	88%	<b>84%</b>

Combined % who rated 4 (satisfied) or 5 (very satisfied) on a 5-point scale  
Ranging from 1 = very dissatisfied to 5 = very satisfied; for the November Waves only (Source: Mustel Group CST Research)

## November Wave Summary:

- A total of 84% of passengers reported to be satisfied overall in the November 2017 measure with their experience travelling on BC Ferries, resulting in an average score of 4.10. These findings represent a slight decrease from those recorded in November 2016 (4.19 average score, 88% satisfied).
- Departure delays, mostly due to inclement weather during the period of intercept is likely the reason for this decrease as well as:
  - Negative sentiment regarding the closed vehicle deck regulation
  - The *Quinsam* (Route 19) was in refit during the intercept period and replacement vessel encountered engine difficulties, resulting in poor on-time performance

# Customer Satisfaction Tracking

## Overall Value For Money:

OVERALL SATISFACTION	Nov 12	Nov 13	Nov 14	Nov 15	Nov 16	Nov 17
ALL BC FERRIES	2.77	2.84	2.56	2.79	2.97	<b>3.01</b>
Route 1	2.85	2.93	2.66	2.97	3.01	<b>3.13</b>
Route 2	2.65	2.73	2.60	2.62	2.87	<b>2.97</b>
Route 30	2.73	2.79	2.58	2.76	2.83	<b>2.84</b>
Route 3	2.68	2.80	2.46	2.60	2.97	<b>2.97</b>
Route 4	3.08	2.96	2.65	3.03	3.12	<b>2.81</b>
Route 19	2.83	2.84	2.15	2.61	3.18	<b>2.80</b>
Route 5/9	2.76	2.82	2.53	2.85	3.01	<b>3.13</b>

Average satisfaction score out of 5 where 1 = very dissatisfied and 5 = very satisfied. *(Source: Mustel Group CST Research)*

### November Wave Summary:

- Regardless of the decline in overall satisfaction, perceptions of overall value of money for fares stands at 3.01, statistically unchanged from the 2.97 average reported last November but represents an upward trend over the past few years
- This trend likely indicates that pricing promotions and holding fare adjustments are resonating positively with customers

# Customer Satisfaction Tracking

## Overall Experience at the Terminal:

OVERALL SATISFACTION	Nov 12	Nov 13	Nov 14	Nov 15	Nov 16	Nov 17
<i>ALL BC FERRIES</i>	4.04	4.06	4.00	4.08	4.04	<b>4.00</b>
Route 1	4.10	4.14	4.08	4.19	4.03	<b>4.04</b>
Route 2	4.05	4.01	4.02	4.07	4.14	<b>3.99</b>
Route 30	4.21	4.14	4.11	4.16	4.06	<b>4.10</b>
Route 3	3.91	3.93	3.87	3.77	3.90	<b>3.86</b>
Route 4	4.04	4.02	4.01	4.19	4.05	<b>4.00</b>
Route 19	3.85	4.04	3.54	3.84	4.01	<b>3.84</b>
Route 5/9	4.08	4.03	4.04	4.17	4.08	<b>4.15</b>

Average satisfaction score out of 5 where 1 = very dissatisfied and 5 = very satisfied. (Source: Mustel Group CST Research)

### November Wave Summary:

- The majority of terminal ratings are relatively consistent with the previous measure but there have been some fluctuations in a few areas:
  - An increase rating registered in value for money at the outdoor market
  - Decreases in ratings registered for announcements when you need to be informed, procedures for loading and availability and comfort of seating in the pre-boarding lounge

# Customer Satisfaction Tracking

## Overall Experience Onboard:

OVERALL SATISFACTION	Nov 12	Nov 13	Nov 14	Nov 15	Nov 16	Nov 17
ALL BC FERRIES	4.06	4.09	4.03	4.09	4.11	<b>4.05</b>
Route 1	4.12	4.11	4.15	4.21	4.19	<b>4.13</b>
Route 2	3.96	4.04	4.06	4.04	4.10	<b>4.03</b>
Route 30	4.11	4.17	4.06	4.07	4.05	<b>4.00</b>
Route 3	4.08	4.09	3.87	3.89	4.00	<b>3.99</b>
Route 4	3.98	4.03	4.05	4.09	4.19	<b>4.02</b>
Route 19	3.95	4.05	3.62	3.98	4.13	<b>3.90</b>
Route 5/9	4.03	4.08	3.97	4.17	4.07	<b>4.04</b>

Average satisfaction score out of 5 where 1 = very dissatisfied and 5 = very satisfied. (Source: Mustel Group CST Research)

### November Wave Summary:

- Regarding onboard services, most satisfaction levels are unchanged from November 2016 with the exception of decreases for the following:
  - Announcements when you need to be informed
  - Ease of access for those with disabilities (likely due to Route 19 vessel issue)
  - Atmosphere/environment
  - Procedures for unloading
- Specific to Route 19, the *Quinsam* vessel normally servicing this route was being refitted during this survey intake period and the replacement *Bowen Queen* is not equipped with an elevator to bring passengers from the car deck to the upper decks, and this presented a challenge for some of the customers

## Routes and Terminals by Region

VANCOUVER ISLAND - MAINLAND	
ROUTE LABEL	TERMINALS
ROUTE 1	SWARTZ BAY-TSAWWASSEN
ROUTE 2	DEPARTURE BAY-HORSESHOE BAY
ROUTE 30	DUKE POINT-TSAWWASSEN

NORTHERN GULF ISLANDS	
ROUTE LABEL	TERMINALS
ROUTE 21	DENMAN ISLAND WEST – BUCKLEY BAY
ROUTE 22	DENMAN ISLAND EAST-HORNBY ISLAND
ROUTE 23	CAMPBELL RIVER-QUATHIASKI COVE
ROUTE 24	QUADRA ISLAND-CORTES ISLAND
ROUTE 25	PORT McNEILL-MALCOLM ISLAND-ALERT BAY

SOUTHERN GULF ISLANDS	
ROUTE LABEL	TERMINALS
ROUTE 4	FULFORD HARBOUR-VICOTRIA
ROUTE 5	SWARTZ BAY TO SOUTHERN GULF ISLANDS
ROUTE 6	CROFTON-SALT SPRING ISLAND
ROUTE 9	TSAWWASSEN-SOUTHERN GULF ISLANDS
ROUTE 12	BRENTWOOD BAY-MILL BAY
ROUTE 19	GABRIOLA ISLANDS-NANAIMO
ROUTE 20	CHEMAINUS-PENELAKUT ISLAND-THETIS ISLAND

SUNSHINE COAST	
ROUTE LABEL	TERMINALS
ROUTE 3	HORSESHOE BAY-LANGDALE
ROUTE 7	EARLS COVE-SALTERY BAY
ROUTE 8	BOWEN ISLAND-HORSESHOE BAY
ROUTE 13	GAMBIER ISLAND-KEATS LANDING-LANGDALE-KEATS ISLAND WEST
ROUTE 17	COMOX-POWELL RIVER
ROUTE 18	POWELL RIVER-TEXADA ISLAND

MID & NORTH COAST	
ROUTE LABEL	TERMINALS
ROUTE 10	PORT HARDY TO NORTH COAST (McLOUGHLIN BAY, OCEAN FALLS, BELLA COOLA, SHEARWATER, KLEMTU)
ROUTE 10S	DISCOVERY COAST CONNECTOR SERVICE (McLOUGHLIN BAY, OCEAN FALLS, BELLA COOLA, SHEARWATER)
ROUTE 11	PRINCE RUPERT-SKIDGATE LANDING
ROUTE 26	SKIDGATE LANDING-ALIFORD BAY
ROUTE 28	PORT HARDY-BELLA COOLA

# Engagement Activities



# Fall, 2017 Ferry Advisory Committee (FAC) Meetings

- Southern Gulf Islands FAC
- Chemainus / Thetis / Penalakut FAC
- Salt Spring Island FAC
- North & Central Coast FAC
- Northern Sunshine Coast FAC
- Southern Sunshine Coast FAC
- Gambier Keats FAC
- Bowen Island FAC
- Gabriola FAC
- Campbell River / Quadra / Cortes FAC
- Port McNeill / Sointula / Alert Bay FAC
- Denman / Hornby FAC



# Common FAC Themes/Improvements

- Service level adjustments and growing traffic
  - BC Ferries has added service to the following routes:
    - Comox to Powell River (Route 17)
    - Nanaimo Harbour to Gabriola (Route 19)
    - Denman Island to Hornby Island (Route 22)
    - Quadra Island to Cortes Island (Route 24)
- Communications regarding service notices and vessel tracking
  - BC Ferries will send an update on service notice improvements to the FACs
  - BC Ferries is working to improve the traffic information available to customers by enhancing access on its website to camera displays at minor terminals
  - Digital signage project is underway for minor and unmanned terminals to provide customers with real time information

- Frequency and timeliness of FAC meetings and responsiveness
  - In addition to the twice yearly FAC meetings, BC Ferries is:
    - Conducting two FAC chair calls per year; and
    - Increasing meetings between the FACs and local operational teams
- More input into terminals and vessels
  - BC Ferries has provided for an engagement process with FACs in terms of vessel refits, new vessels and terminal development plans
- Uplands safety issues at the minor and intermediate terminals
  - BC Ferries has formed a joint working group with the Ministry of Transportation and Infrastructure to collaborate on key improvements required for roadways on the small islands

# Community Engagement Activities

- BC Ferries acknowledges that people affected by a major decision may be invited into the decision-making process in some capacity
- BC Ferries considers their input and, where possible, incorporates it into future planning
- The following pages detail community engagement activities for the following projects:
  - Minor Vessel Replacement Project
  - Sunshine Coast Schedule Revisions
  - Horseshoe Bay Terminal Redevelopment

# Minor Vessel Replacements

- Engagement program to support replacement vessels on the routes connecting Powell River and Texada Island (Route 18) and Port McNeill to Malcom Island and Cormorant Island (Route 25)
- A three phase engagement program:
  - (1) introduce the vessel concept;
  - (2) seek feedback on vessel design and amenities; and
  - (3) provide an update on final vessel design and the construction/delivery plan
- In August 2017, BC Ferries hosted engagement sessions in the communities of Texada Island, Alert Bay and Sointula to provide project updates and to seek feedback on design features and amenities
- Sessions were well attended and received



# Sunshine Coast Schedule Revisions

- Engagement program to develop revised schedules for the routes connecting Horseshoe Bay with Nanaimo (Route 2), Langdale (Route 3), and Bowen Island (Route 8), to address the reliability of schedules while maintaining and improving key sailing times
- Multiple channels for stakeholder input:
  - Interviews
  - Workshops
  - Pop up events
  - Online survey
- 5,000 responses
- Full report was provided to stakeholders
- The revised schedules announced in early Fall, 2017 (for implementation in January, 2018) were well received
- BC Ferries' engagement efforts were positively received



# Horseshoe Bay Terminal Redevelopment

- Engagement program to support the Terminal Development Plan for Horseshoe Bay
- Engagement program consists of a five phase plan: Definition, Discovery, Visioning, Design, Deliver
- Engagement will occur from January to September, 2018
- Key stakeholder groups identified: District of West Vancouver, Horseshoe Bay Village, Southern Sunshine Coast FAC, Sunshine Coast Regional District, Bowen Island, City of Nanaimo and TransLink
- Additional engagement will occur during design and during pre-construction



## Horseshoe Bay Terminal Development Engagement

*Creating a vision for the future*

