

Ferry Customer Survey Implementation Plan

Washington State Transportation Commission

August 15, 2007

Legislative Mandates

The 2007-09 Transportation Budget contains a proviso for the Commission that states:

“(1) \$350,000 of the motor vehicle account--state appropriation is provided solely for the commission to conduct a survey of ferry customers as described in Engrossed Substitute House Bill No. 2358. Development and interpretation of the survey must be done with participation of the joint transportation committee workgroup established in section 205(1) of this act.”

The budget also contains the following proviso for the Joint Transportation Committee which is referred to above:

“Section 205...

(1) \$500,000 of the motor vehicle account--state appropriation is for establishing a workgroup to implement Engrossed Substitute House Bill No. 2358 (regarding state ferries) and review other matters relating to Washington state ferries. The cochairs of the committee shall establish the workgroup comprising committee members or their designees, an appointee by the governor, and other stakeholders as appointed by the cochairs, to assist in the committee's work. The workgroup shall report the progress of its tasks to the transportation committees of the legislature by December 15, 2007...”

ESHB 2358 provides further insight into the survey itself:

“NEW SECTION. Sec. 4. A new section is added to chapter 47.60 RCW 36 to read as follows:

(1) The commission shall, with the involvement of the department, conduct a survey to gather data on ferry users to help inform level of service, operational, pricing, planning, and investment decisions. The survey must include, but is not limited to:

- (a) Recreational use;*
- (b) Walk-on customer use;*
- (c) Vehicle customer use;*
- (d) Freight and goods movement demand; and*
- (e) Reactions to potential operational strategies and pricing policies described under section 7 of this act and RCW 47.60.290.*

(2) The commission shall develop the survey after providing an opportunity for ferry advisory committees to offer input.

(3) The survey must be updated at least every two years and maintained to support the development and implementation of adaptive management of ferry services.”

Implementation Plan

1. Commission Ferry Customer Survey Team established on May 23, 2007:
 - Commissioner Bob Distler – Lead Member
 - Commissioner Dan O’Neal
 - Commissioner Elmira Forner

2. Advisory Team established on May 23, 2007 comprised of the following:
 - Members of the Commission’s Ferry Customer Survey Team (listed above)
 - Staff member from the Governor’s Office
 - Jill Satran
 - Staff members from each of the Transportation Committees (House and Senate)
 - Teresa Berntsen, HTC
 - Janice Baumgardt, STC
 - Representatives from the Joint Transportation Committee
 - Gene Baxstrom
 - Kathy Scanlon
 - Representative from the Ferry Advisory Executive Council
 - Walter Elliott
 - Joan Dingfield (first substitute)
 - Martha Burke (second substitute)
 - WSF/ WSDOT staff
 - Traci Brewer-Rogstad
 - Ray Deardorf
 - Marta Coursey
 - Commission staff
 - Reema Griffth
 - Bill Young - survey/ marketing expert

The Role of the advisory team will be to prepare the scope of work for the RFP, participate in the consultant interviews and selection process, conduct and participate in periodic review meetings with the consultant, and review the results, analysis, and interpretation of the survey data.

3. Select and hire a consultant to conduct the survey and related pre- and post-survey work.
 - RFP Issued on August 8, 2007
 - Proposals are due September 12, 2007

4. As part of the qualitative portion of the survey, the consultant will be asked to conduct a public involvement effort aimed at gathering input from various sources to inform the development of the survey. The following are intended to be included in this effort:
 - JTC Members
 - Legislators with ferry service in their districts
 - Members of the JTC Ferry Policy Group
 - FAC appointing body representatives (e.g.: county commissions)
 - Mayors of ferry served communities
 - WSF labor representatives
 - Freight Mobility Strategic Investment Board
 - Major resorts and businesses in ferry-served communities

5. Present the survey research plan and questions to the JTC Ferry Policy Group for final review and approval prior to survey execution.
6. Update the JTC Ferry Policy Group on the progress of the survey effort at each of their meetings.
7. Provide a survey update report to the standing Transportation Committees during the 2008 Legislative Session.