

A Vision for Coastal Ferry Services:

PHASE TWO ENGAGEMENT SUMMARY OF FEEDBACK



EXECUTIVE SUMMARY

In October 2019, the Province announced it was developing a provincial vision for the future of BC's coastal ferry service. The development of a vision was amongst several recommendations made by Blair Redlin who conducted an independent Review of Coastal Ferry Services in 2018.

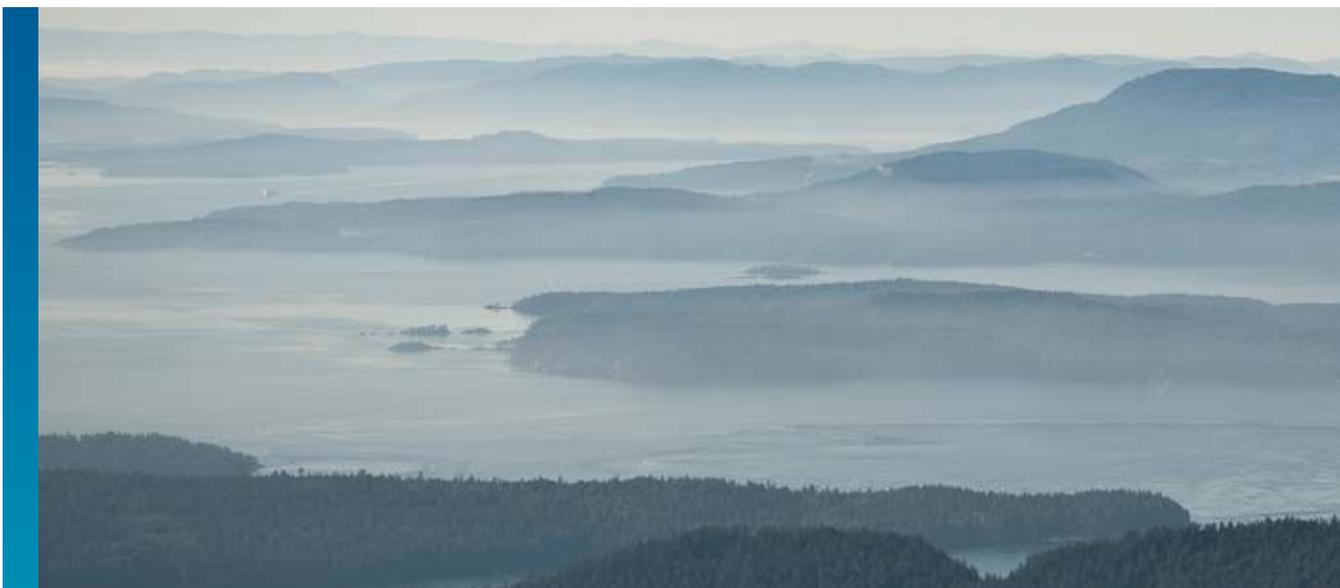
The coastal ferry service we know today in British Columbia is largely the same car-ferry system that originated in the 1960s. Though the ships and terminals are being renewed when required, the system itself remains principally focused on delivering car and passenger service between dedicated car ferry terminals.

A two-phased engagement process was conducted to gather public input on how best to connect communities in the future. Phase one included seven face-to-face regional stakeholder meetings in October and November 2019 to assist in planning for a broader public engagement. A wide variety of topics were raised during these meetings that were captured under four broad themes. The feedback gathered formed the building blocks for the second phase of engagement.

On February 2, 2020, a second phase of engagement was announced with the launch of a dedicated online engagement website. All British Columbians were invited to provide feedback to help inform the vision. The engagement period was open until April 17, 2020. The online process gathered input from 4,937 participants who completed the questionnaire.

Participants were asked to provide their level of agreement with the four themes that emerged during the first phase of engagement. Survey questions also asked for input from individuals about their current ferry travel experiences and to look beyond the current coastal ferry service and imagine how a future ferry system could better align with the 21st century world. A final set of optional questions to gather demographic information about the participants were included.

This report summarizes the survey responses and presents results from analysis that correlates the relationship between survey responses and the demographic information collected.



Some of the notable findings revealed through this analysis include:

- The level of satisfaction with the current ferry service is highly dependent on the type of user and their demographic background.
 - *Respondents who reported the greatest satisfaction included tourists, those who travel infrequently, and those with high household incomes.*
 - *Conversely, respondents who reported the least satisfaction included those who travel via ferry for school or to access services, those who live in ferry-dependent regions, and those with lower household incomes.*
 - *Males reported higher satisfaction with the current ferry system than females.*
- The greatest concern with the existing ferry service revealed by respondents is fare affordability. This finding has been expressed in a variety of ways throughout this survey in both the quantitative feedback and the qualitative feedback.
- Respondents also expressed concerns around scheduling and reliability.
- The four broad themes emerging from Phase 1 received strong support from Phase 2 respondents across a widespread of demographic backgrounds. The results hold true regardless of place of residence, type of user, employment status, and household income. The greatest support for the themes came from younger respondents.
- Willingness to explore new opportunities for ferry service relies on place of residence. Those who live in the more densely populated southern coastal areas (Lower Mainland, Southern and Mid-Vancouver Island, and Sunshine Coast) appear to have the greatest interest in travelling without a personal vehicle given the right incentive, e.g., better parking, better terminals, dedicated passenger-only service. Many respondents would also like to see new, faster, and more direct routes as well as terminals in more accessible locations.

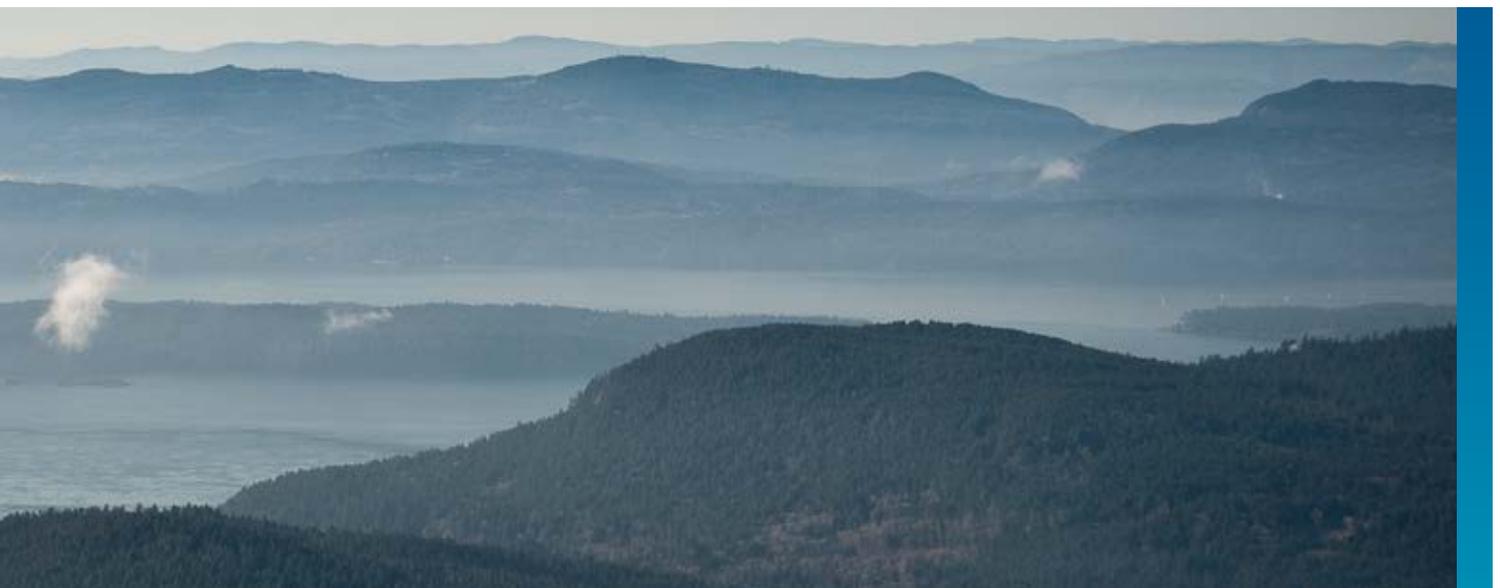


TABLE OF CONTENTS

Executive Summary	ii
Introduction	1
Overview of Results	3
Current Ferry Use	3
Environment / Car-Free Travel	5
Satisfaction Levels / Areas for Improvement	6
Ferry Dependence / Community Economic Well-being	7
Themes	8
<i>Theme 1: A coastal ferry system should support efficient end-to-end travel</i>	8
<i>Theme 2: A coastal ferry system should be equitable and accessible</i>	9
<i>Theme 3: A coastal ferry system should mitigate and be responsive to climate change</i>	9
<i>Theme 4: A coastal ferry system should reflect values of coastal communities</i>	10
<i>Additional themes</i>	10
Demographics	11
<i>Where do you primarily live?</i>	11
<i>Where do you primarily travel to using coastal ferries?</i>	11
<i>Where do you primarily travel from using coastal ferries?</i>	12
<i>What is your age?</i>	12
<i>What is your gender?</i>	12
<i>Do you identify with the following?</i>	12
<i>How do you best describe your employment?</i>	13
<i>What is your household income?</i>	13
Correlation Analysis	14
Current Ferry Use	14
Environment / Car-Free Travel	14
Satisfaction Levels / Areas for Improvement	15
Ferry Dependence / Community Economic Well-being	17
Themes	18
Appendix 1 – Summary of Engagement Questions	19
Appendix 2 – Media Notifications	22

INTRODUCTION

The Government of British Columbia has been working on the development of a provincial vision for the future of BC's coastal ferry service.

During the first phase of engagement in the fall of 2019, the Province engaged in person with more than 130 stakeholders in seven communities throughout coastal BC. These forums targeted a cross-section of perspectives representing interests and regions from across British Columbia, including Indigenous communities and organizations, industry and non-profit organization stakeholders, school districts, health authorities, transportation planners and advocacy groups, Ferry Advisory Committees, labour groups, and provincial and municipal elected officials.

A wide variety of topics were raised during the regional forums that were captured under these four broad themes.

Theme 1: A coastal ferry system should support efficient end-to-end travel of people and goods.

This theme reflects the idea of ferry service being viewed as a link in a chain of transportation connectivity – from A to Z – instead of ferry service being viewed independently as a trip from one terminal to another. People highlighted the importance of ‘complete’ or ‘end-to-end’ travel, from origin to destination. This would include not only ferry services, but also connecting transportation services and infrastructure along the way between origins and destinations – like buses or trains, bike lanes and storage, or safe sidewalks. Similar discussions were also had around the transport of goods.

Theme 2: A coastal ferry system should be equitable and accessible.

This theme encompasses the many discussions around equity of the ferry system. Many participants shared their desire for a coastal ferry system that is accessible to everyone, regardless of income or ability, while also reflecting the unique needs of ferry-dependent users and communities. Affordability and physical accessibility of infrastructure were both major topics within this theme, along with governance and a desire for increased accountability.

Theme 3: A coastal ferry system should mitigate and be responsive to climate change.

This theme captures the importance of a coastal ferry system that acts to lessen its impact on the environment and is adaptive to the effects of climate change. British Columbia's changing physical environment in both the short and long-term was a major topic, with the implications of rising sea levels and more frequent severe weather or natural disasters being discussed at many forums.

Theme 4: A coastal ferry system should reflect the values of the coastal communities.

This theme is based on the recognition by many participants of the extent to which many coastal communities are dependent on ferry service. Some participants also discussed the differing needs and priorities of each community – and emphasized the importance of making sure that all community voices are heard. Better aligning ferry service with the objectives of communities, including formal community plans, was another key consideration within this theme.

During the second phase of engagement, participants were asked to provide their level of agreement with the four broad themes and to share information on their experiences and ideas for the future of ferry travel.

The principal channel for feedback, an online questionnaire, was open to the public on February 2, 2020 and was to close on March 20, 2020. All British Columbians were welcome to participate in providing their feedback via engage.gov.bc.ca/coastalferries. Questions were designed to allow participants to provide input through multiple-choice questions as well through more unrestricted or open-ended answers and comments. As a result of the COVID-19 pandemic and to ensure as much participation as possible, the online engagement was extended to April 17, 2020.

During the second phase of engagement, the Union of BC Municipalities (UBCM) also contributed direct feedback through a submission to the engagement team. Their feedback was framed around the same themes and questions included in the engagement survey and reinforced policy positions that have been adopted by the UBCM membership. These include a desire for greater local government engagement in long-term strategic planning for the ferry service, better integration with other modes of transportation, improvements to services including new foot-passenger ferry service, support for investments in infrastructure such as new ships as well as green technologies to reduce emissions. The Province acknowledges the ongoing interest and involvement of UBCM's collective membership in shaping the coastal ferry service.



OVERVIEW OF RESULTS

Of the 4,937 responses to the online questionnaire, not all participants answered every question. The following information reflects the selections of those who participated.

Please note that these summaries do not necessarily reflect the preferences of all respondents. In addition, the percentages noted below reflect answered questions. If questions were not answered, percentages may not add to 100 per cent.

As the questionnaire was guided by different topic areas, the following summarizes the survey responses by:

- **Current Ferry Use,**
- **Environment / Car-Free Travel,**
- **Satisfaction Levels / Areas for Improvement,**
- **Ferry Dependence / Community Economic Well-being,**
- **Themes, and**
- **Demographics.**

Current Ferry Use

Frequency of travel with coastal ferries

Q: How often do you travel on coastal ferries?

Majority of respondents travel by ferry a few times a year, followed by those who travel at least monthly. Few travellers use the system on a daily basis.

- 42% travel by ferry a few times a year
- 35% travel by ferry at least monthly
- 15% travel by ferry at least weekly
- 4% do not regularly travel by ferry
- 3% travel by ferry daily
- <1% preferred not to answer.

Base (n=4,905)

Purpose of travel

Q: What is your primary reason for travel?

Majority of respondents travel by ferry to visit friends and family, followed by those travelling for business or to access services.

- 42% travel by ferry to visit friends/family
- 17% travel by ferry for business
- 15% travel by ferry to access services
- 9% travel for tourism
- 8% travel by ferry for sports, clubs and other leisure activities
- 6% travel by ferry to go shopping
- 2% preferred not to answer
- <1% travel by ferry to go to school

Base (n=4,642)

Before and after ferry travel use

Q: Thinking about your typical trip that involves ferry travel, which travel modes do you use before and after the ferry portion of your trip?

Majority of respondents use a personal vehicle and almost one third of participants take public transit before and/or after ferry travel.

- 83% use a private vehicle
- 33% use public transit
- 18% selected ride from a friend/carpooling
- 14% walk
- 7% use a bicycle
- 7% use air travel
- 5% use taxi/ride hailing services
- 3% use coach services
- <1% use a water taxi

Base (n=4,937)

Personal vehicle use

Q: How often do you bring a personal vehicle on the ferry?

Majority of respondents bring a personal vehicle on the ferry

- 41% selected always
- 30% selected often
- 18% selected sometimes
- 8% selected almost never
- 3% selected never
- <1% preferred not to answer

Base (n=4,903)

Factors for bringing a vehicle

Q: What are the factors in deciding to bring a vehicle?

The majority expressed longer trips, the ability to get to and from ferry terminals and convenience as the main reasons.

- 66% selected longer trip
- 41% selected ability to get to and from ferry terminals
- 41% selected convenience
- 38% selected transporting luggage or goods
- 19% selected travelling with pets
- 19% selected shorter overall travel time
- 14% selected travelling with children
- 10% selected travelling as or with someone who has mobility challenges
- 7% of respondents selected other

Base (n=4,937)

ADDITIONAL COMMENTS:

Participants could also share other reasons/comments for travelling with a personal vehicle. Responses have been summarized into themes below:

- **Cost:** Respondents noted the high fees associated with bringing a vehicle onto a ferry, cost of parking and costs of owning a personal vehicle;
- **Type of trip:** Many noted that the need for a personal vehicle depends heavily on the type of trip, such as grocery shopping, transporting goods, business travel and other activities that require personal storage of some sort;
- **No transit or lack of personal transport:** Participants noted a lack of public transit, specifically buses, or personal transport, such as taxi services and ride shares, as factors in deciding to drive a personal vehicle to a ferry; and
- **Mobility/medical challenges:** Accessibility is important for those who must travel with mobility and medical challenges. Those of all ages and abilities would like to see improved amenities to help support travel by foot.

Environment / Car-Free Travel

Foot travel

Q: Which of the following would make you more likely to travel on ferries as a foot passenger?

Over 50 per cent of respondents stated better connections with public transit would most likely lead them to travel by foot.

- 53% selected better connections with public transit
- 30% selected improved parking facilities at existing ferry terminals
- 29% selected availability of a passenger-only ferry service
- 28% selected connections with new travel modes at ferry terminals
- 24% selected new ferry terminals in different locations
- 21% selected none of the above
- 18% selected better foot passenger or bike amenities
- 8% selected improved accessibility for people with mobility challenges

ADDITIONAL COMMENTS:

Participants could also share other responses which have been summarized below:

- Public transit: Participants reiterated the fact that public transit connections are important to entice more residents to travel by foot;
- Fares: Respondents agreed that a lower charge would incentivize more to travel by foot on ferries;
- Pet infrastructure: More pet friendly locations on the decks and pet facilities would be valued. Should pet amenities be developed, more residents would feel comfortable traveling by foot with pets;
- New routes and terminals: Many agreed that faster and more direct routes, as well as more terminals in more accessible locations would increase foot travel of passengers; and
- Parking: More respondents would “park and ride” should fees decrease and security increase.

Environmental impact

Q: Thinking about how individuals can contribute to reducing the environmental impact of ferry travel, would you be willing to (multiple-choice)

Majority of respondents are willing to travel more as a foot passenger if it was more convenient to reduce the environmental impact of ferry travel

- 62% willing to travel more as foot passengers if it was more convenient
- 25% willing to travel less if goods and/or services were available in their communities
- 21% willing to pay higher fares only if comparable contributions are made by ferry operators and government
- 14% willing to pay higher ferry fares to accelerate the use of green technologies like electric ferries
- 10% willing to be a volunteer on a working group or committee to explore innovative community solutions, e.g., community buses

Base (n=4,937)

Satisfaction Levels / Areas for Improvement

Satisfaction Levels

Q: How well are the existing coastal ferry services meeting your transportation needs?

Approximately 38 per cent of participants felt the current service meets their needs well or very well. Over 33 per cent were neutral, while approximately 28 per cent felt the ferry service meets their need poorly or very poorly.

- 7% selected very well
- 31% selected well
- 33% selected neutral
- 22% selected poorly
- 6% selected very poorly
- <1% preferred not to answer

Base (n=4,903)

Areas of improvement

Q: Which feature of the ferry service needs the most improvement?

Majority of respondents felt affordability required the most improvement, followed by schedules and overloads.

- 39% selected fares
- 20% selected other
- 18% selected schedule
- 14% selected overloads
- 5% selected hours of service
- 3% selected sailings time
- <1% preferred not to answer

Base (n=1,396)

ADDITIONAL COMMENTS:

- Scheduling and reliability: Respondents wanted hours of service adjusted to accommodate more ferry users. Also, disruptions and delays due to weather and other circumstances were brought up as issues for many ferry users;
- Fares: High costs was echoed in this section as well. Some suggested reduced fares for locals;
- Routes and terminals: Many agreed that faster and more direct routes, as well as more terminals in more accessible locations should be the focus of improvement;
- Terminal and onboard amenities: Participants would like to see an increase of dining and refreshment options onboard, bike infrastructure at terminals and more pet friendly amenities; and
- All of the above: The survey options listed as part of the question were all equally important for improvement to some participants.

Ferry Dependence / Community Economic Well-being

Dependence on ferry service

Q: Do you live in a BC community that depends on ferry service to connect to the broader transportation network?

Majority of respondents live in a ferry dependent community.

- 65% live in a ferry dependent community
- 34% live in a non-ferry dependent community
- 2% preferred not to answer

Base (n=4,899)

ADDITIONAL COMMENTS:

For those who answered yes, we asked if the current ferry services presented an impediment to the well-being of their community. Almost 63 per cent of participants stated yes, 30 per cent answered no, and 7 per cent preferred not to answer.

Economic well-being

Q: Which feature of the ferry service presents the biggest barrier to the economic well-being of your community?

For those who answered yes to ferry service providing an impediment to the well-being of their community, we asked them to pick the one thing that presents the biggest barrier. Similar to the most needed improvements question, the top answer was fares (almost 41 per cent). Overloads and schedule followed with over 20 per cent and 19 per cent respectively.

- 41% selected fares
- 20% selected overloads
- 19% selected schedules
- 11% selected other
- 6% selected hours of service
- 2% selected sailings time
- <1% preferred not to answer

Base (n=1,978)

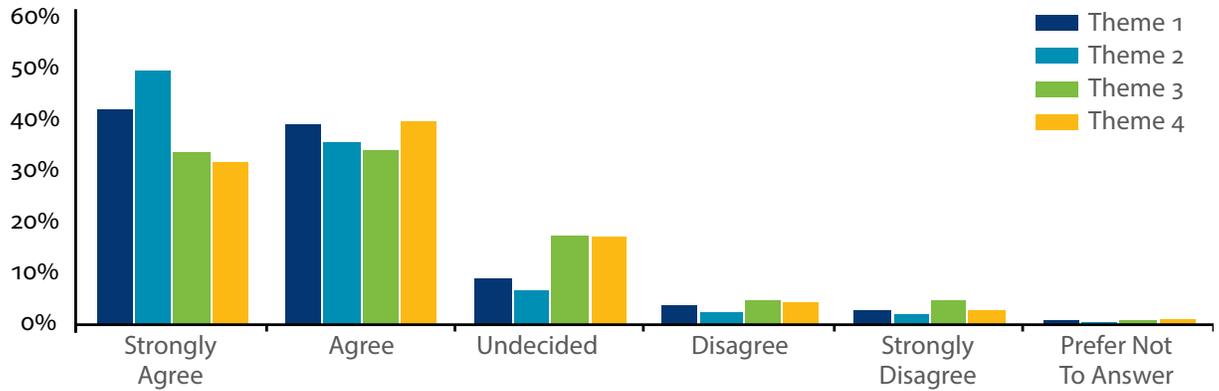
ADDITIONAL COMMENTS:

- Schedule: Respondents wanted hours of service adjusted to accommodate more ferry users and felt that wait times were presenting barriers to economic well-being;
- All of the above: The survey answers listed above were all economic barriers to many;
- Fares: Once again, high costs were revealed as a common theme amongst survey respondents;
- Overloads: Overly congested ferries during high capacity times cause economic barriers; and
- Routes and terminals: Improved routes that reach more locations as well as terminals in more reachable locations for residents would decrease the economic barrier.

Themes

This part of the questionnaire was designed to gather input on the four key themes that were developed from feedback during the first phase of engagement. As shown in the graph below, all themes have strong support.

Comparison of Theme Agreement



Only individuals who indicated disagreement with a theme were invited to share qualitative feedback.

Theme 1: A coastal ferry system should support efficient end-to-end travel

We asked participants how well they felt Theme 1 reflected their vision for the future of coastal ferry service in British Columbia.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Prefer not to say
43%	40%	9%	4%	3%	1%

For those who either disagreed or strongly disagreed, we asked what could be changed to make this theme better reflect the vision for the future of coastal ferry service. The top five themes that arose were:

- Connections: Improved connections at terminals, such as public transit, taxi and ride sharing services;
- Lower or altered fares: Participants were advocating for lower costs or lower fares for residents;
- More frequent service: An adjustment in scheduling and increasing hours of service would make travelling by ferry more efficient;
- Other infrastructure: Building a road or a bridge or a tunnel could replace ferry systems and more efficiently transport people; and
- No changes: Some respondents liked the ferry system as it is today and expressed that changes are not necessary.

Theme 2: A coastal ferry system should be equitable and accessible

We asked participants how well they felt Theme 2 reflected their vision for the future of coastal ferry service in British Columbia.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Prefer not to say
51%	36%	7%	3%	2%	1%

For those who either disagreed or strongly disagreed, we asked what could be changed to make this theme better reflect the vision for the future of coastal ferry service. The top five themes that arose were:

- Affordability: Many ferry users noted the increasing unaffordability of this type of travel;
- Other considerations: suggestions were brought forward such as privatizing the system, better pet facilities and better service during high tourist seasons;
- General opposition: Some disagreed with this theme, noting that the ferry system is already equitable and accessible as it is;
- Against subsidies: Respondents felt that those who use ferry services should be financially prepared for the costs of choosing to live in certain areas; and
- Discounted fares: Others felt that discounted fares for groups, such as students and seniors, would help to make the ferry system more equitable and accessible.

Theme 3: A coastal ferry system should mitigate and be responsive to climate change

We asked participants how well they felt Theme 3 reflected their vision for the future of coastal ferry service in British Columbia.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Prefer not to say
34%	35%	18%	7%	5%	1%

For those who either disagreed or strongly disagreed, we asked what could be changed to make this theme better reflect the vision for the future of coastal ferry service. The top five themes that arose were:

- Affordability: Cost concerns were raised by many respondents;
- General opposition: Those opposed to the above theme felt that climate change and environmental impacts should not have a factor in developing a better ferry system;
- Route and terminals: Improved ferry service and better locations for new terminals was reiterated by survey participants;
- Broader environmental responsibility: Some respondents noted that British Columbia and Canada as a whole have a duty to protect the environment not only through ferry service, but also through a broader lens such as not allowing diesel vehicles on ferries and increasing public transit connections; and
- Misplaced concern: Others believe that climate change is not real and therefore not a true concern.

Theme 4: A coastal ferry system should reflect values of coastal communities

We asked participants how well they felt Theme 4 reflected their vision for the future of coastal ferry service in British Columbia.

Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Prefer not to say
33%	41%	18%	5%	3%	1%

For those who either disagreed or strongly disagreed, we asked what could be changed to make this theme better reflect the vision for the future of coastal ferry service. The top five themes that arose were:

- General opposition: Many participants did not see the purpose of this theme as community values is difficult to define, and that ferry service and values do not correlate;
- Service: It was noted that coastal ferries are used for the sole purpose of a commuting and should be developed with improved efficiency in mind;
- Affordability: Respondents want to ensure that the ferry service can be affordable for all people within a community;
- Community values: Including the values of all British Columbia residents, and not just those in coastal communities, would help build a better and more efficient ferry service;
- Schedule: The need for improved scheduling and increased hours of service was reiterated.

Additional themes

Participants were asked if there were any themes missing or any other information they wanted to convey. The top five themes that arose were:

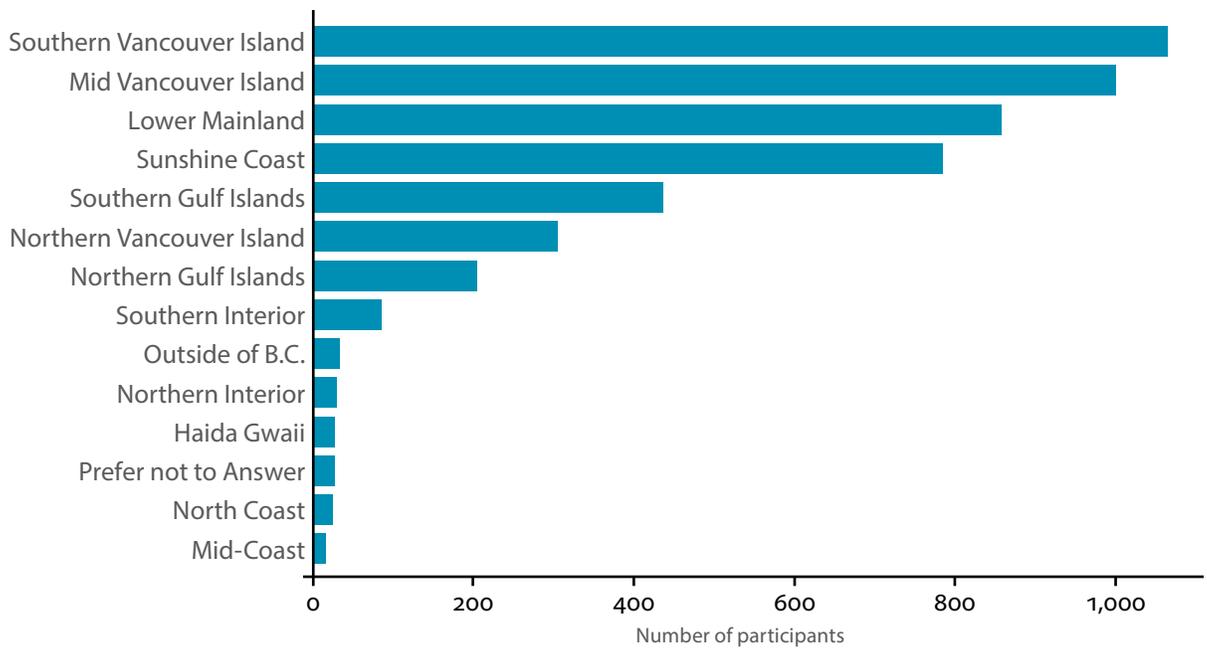
- Affordability: Residents emphasized the importance of affordability and believed lower costs should be greatly considered;
- Frequency and scheduling: The need for improved scheduling and increased hours of service was reiterated;
- Service: Ferry users would like to see improved service as many use the ferries for business and other commuting needs, not just tourism;
- Amenities: Some participants expressed a desire to see more amenities on vessels and in terminals, while others would like to see fewer amenities which are viewed as serving the tourism market rather than transporting residents in a cost-effective manner.
- Ferries part of highway: Some respondents want the ferry service to be recognized as part of the highway system, rather than a form of transportation for profit;
- Alternative infrastructure: Some respondents wanted to see alternative infrastructure built to replace the ferry system entirely and indicated that roads, bridges and tunnels could better meet the needs of travellers in some areas; and
- Routes and terminals: Many survey participants want to see improved routes and terminals with better amenities.

Demographics

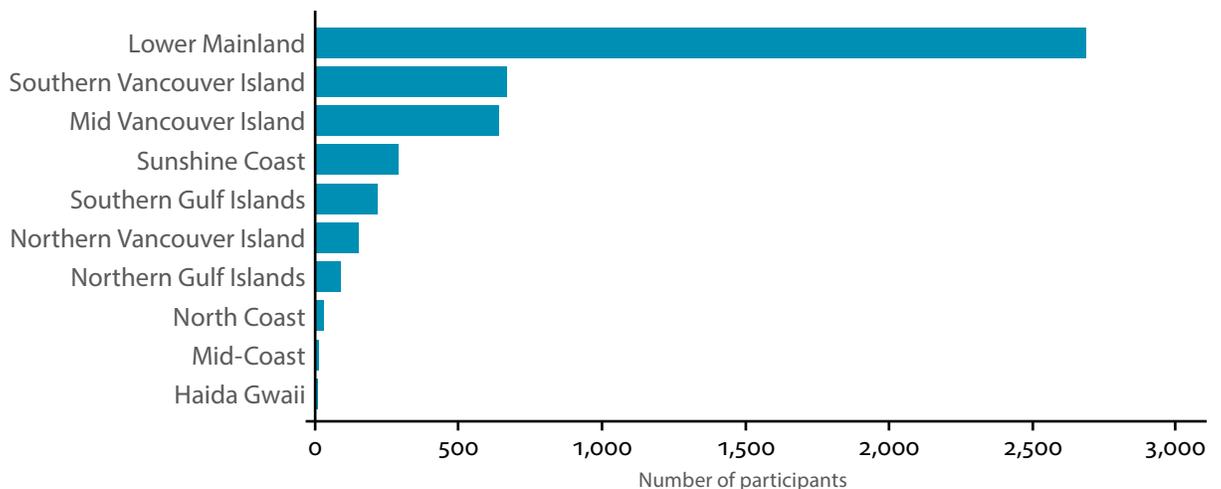
The final set of questions was designed to understand participants' backgrounds to gauge how representative the responses were of British Columbians' diverse experiences and perspectives. Questions were optional and based on participants' preference to self-identify:

All responses were confidential and were compiled and analyzed as a group, not identified as an individual. The following figures show the demographic breakdown of the participants who elected to provide their information.

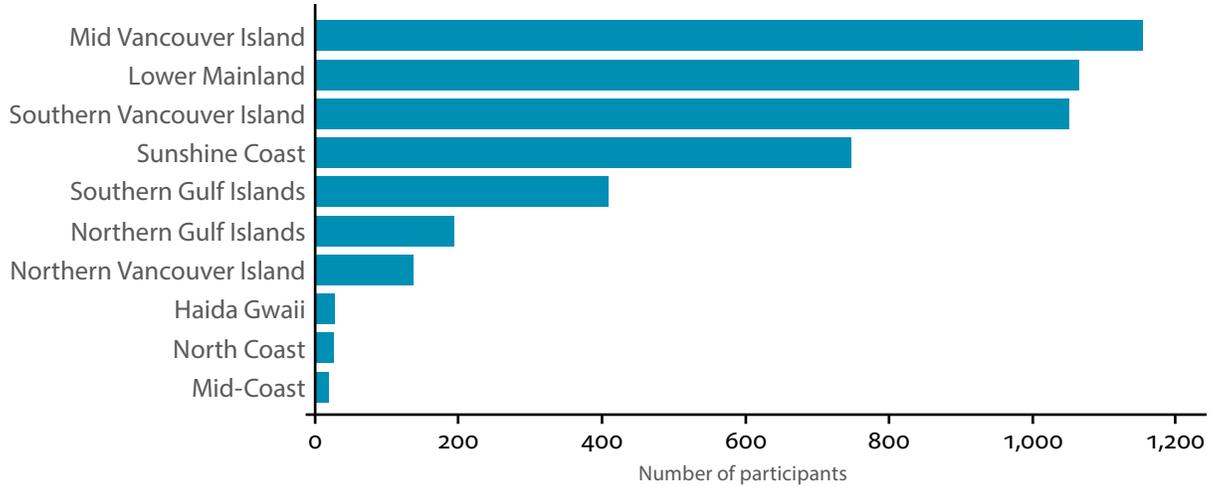
Where do you primarily live?



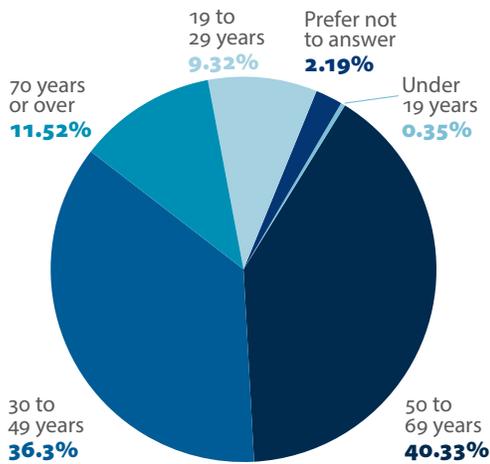
Where do you primarily travel to using coastal ferries?



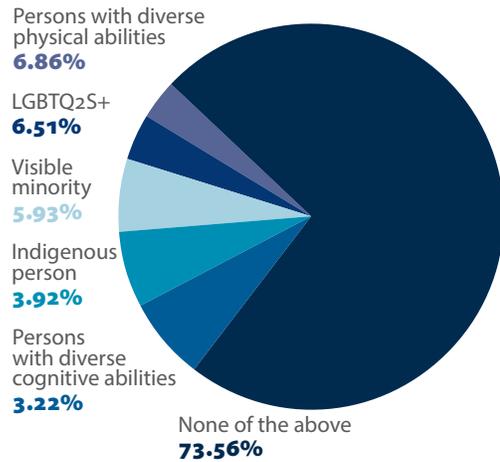
Where do you primarily travel from using coastal ferries?



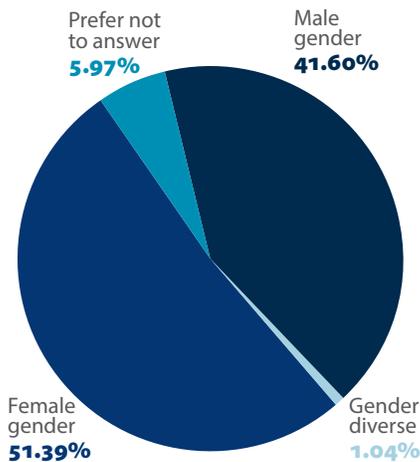
What is your age?



Do you identify with the following?

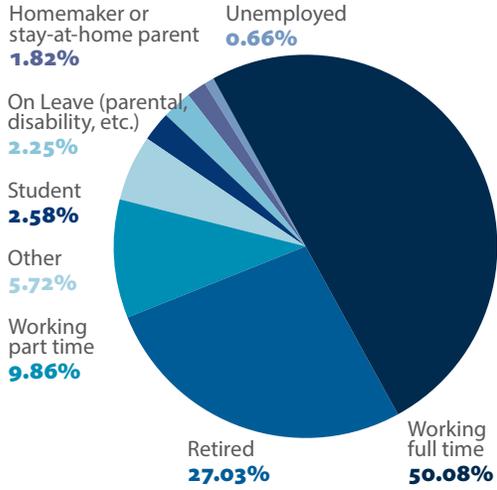


What is your gender?

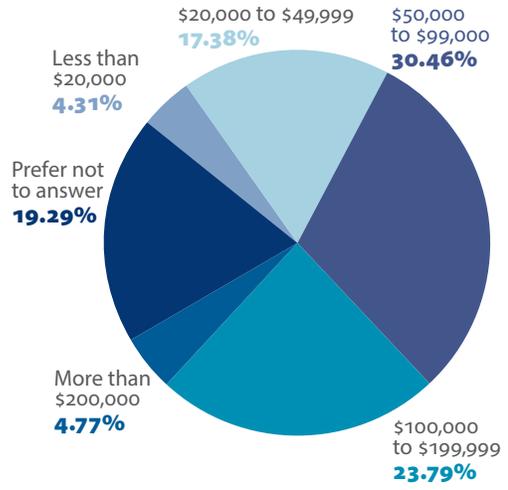


Please note this question allowed participants to select multiple responses. Note that LGBTQ2S+ stands for Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit Plus, and is meant to include all who self-identify along a fluid sexuality.

How do you best describe your employment?



What is your household income?



Other employment answers included self-employed, unable to work due to a disability and volunteering.



CORRELATION ANALYSIS

Responses to the survey questions were analyzed against the demographic information collected. Results of this analysis are presented below.

Current Ferry Use

The frequency of ferry travel varies widely according to place of residence. Residents of the Lower Mainland (while they may make up a significant portion of the ridership) individually report relatively infrequent travel – 51% report that they take the ferry only a few times a year.

By contrast, 60% of those who live on the Gulf Islands report that they take the ferry daily or at least weekly. Residents of the Sunshine Coast also reported relatively high ferry usage; 28% travel daily or at least weekly and a further 49% travel at least monthly. Not surprisingly, residents of the Interior or outside of BC report the lowest travel frequency.

Travel Frequency	Lower Mainland	Sunshine Coast	Vancouver Island	Gulf Islands	Mid and North Coast	Interior/ Outside of B.C.	Grand Total
A few times a year	51%	21%	55%	3%	52%	70%	43%
At least monthly	32%	49%	31%	37%	33%	10%	34%
Daily or at least weekly	9%	28%	9%	60%	1%	1%	19%
I do not regularly travel	7%	1%	4%	0%	13%	19%	4%
Grand Total	100%	100%	100%	100%	100%	100%	100%

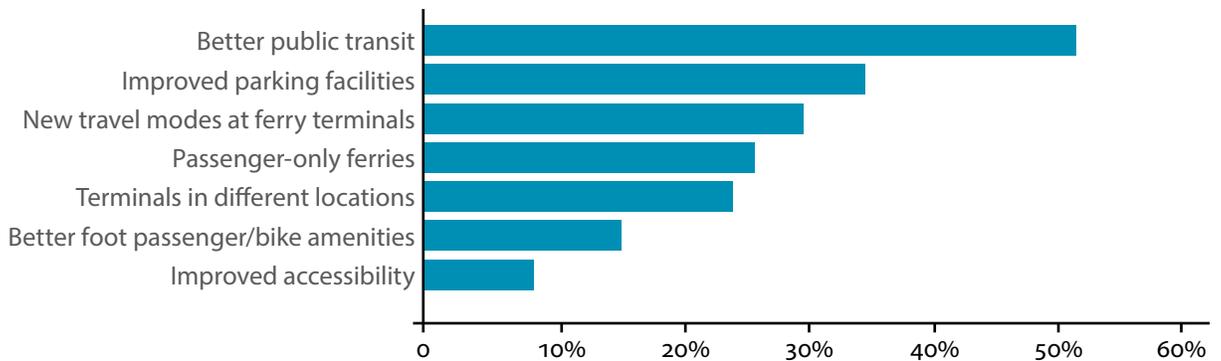
Environment / Car-Free Travel

A consideration in the development of a vision is whether the car-ferry system of today will continue to be effective in serving the needs of travellers and communities in the future. Existing ferry services were designed to move cars as efficiently as possible with many terminal locations in suburban areas. As a result, 70 per cent of respondents indicated they always or often bring a personal vehicle when travelling.

Of all the survey responses, 62 per cent were willing to travel more as a foot passenger if it were more convenient. Residents who live in the Lower Mainland, Southern and Mid Vancouver Island, and the Sunshine Coast appear to have the greatest interest in travelling without a personal vehicle.

As shown in the corresponding chart, respondents would be willing to travel without a vehicle if the right incentives were in place such as better public transit and parking facilities, new travel modes at terminals (e.g., ride-hail, car / bike share) and the introduction of new passenger-only services with different terminal locations.

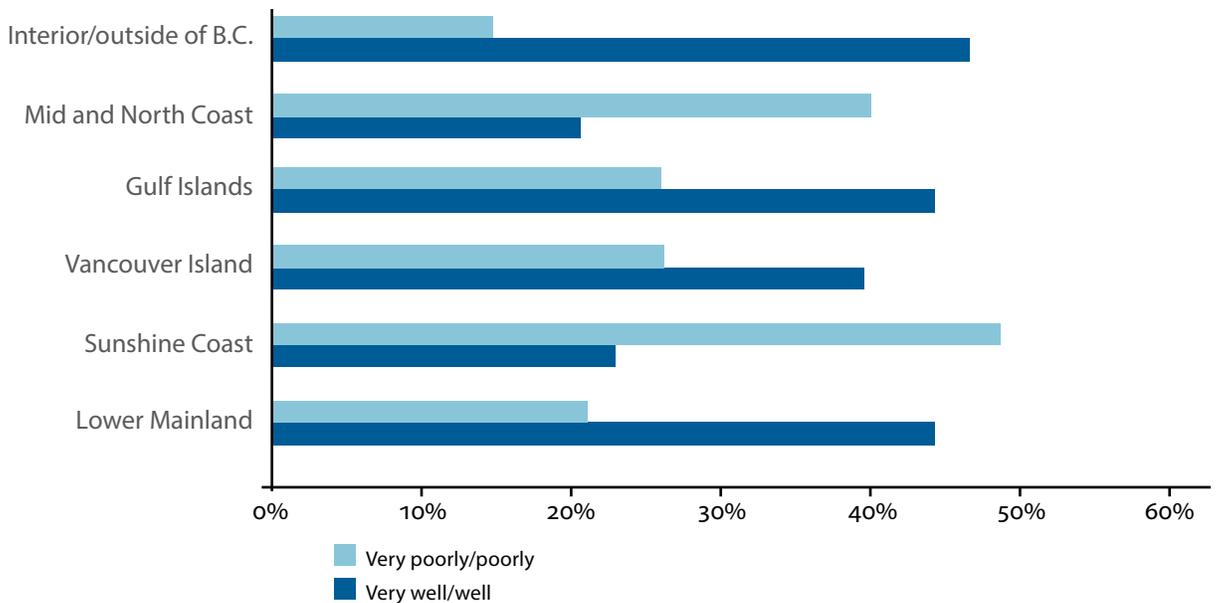
Getting people out of their cars



Satisfaction Levels / Areas for Improvement

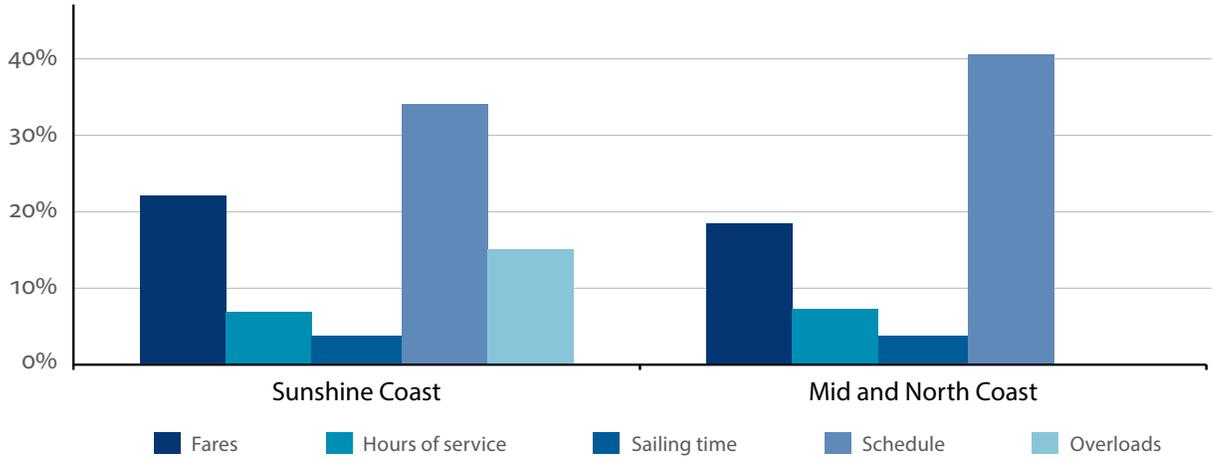
When looking at the correlation between place of residence and how well the service meets people’s needs, the analysis shows the greatest satisfaction from residents of the Interior and those outside of BC. The greatest levels of dissatisfaction were amongst residents of the Sunshine Coast as well as the Mid and North Coast.

Satisfaction levels



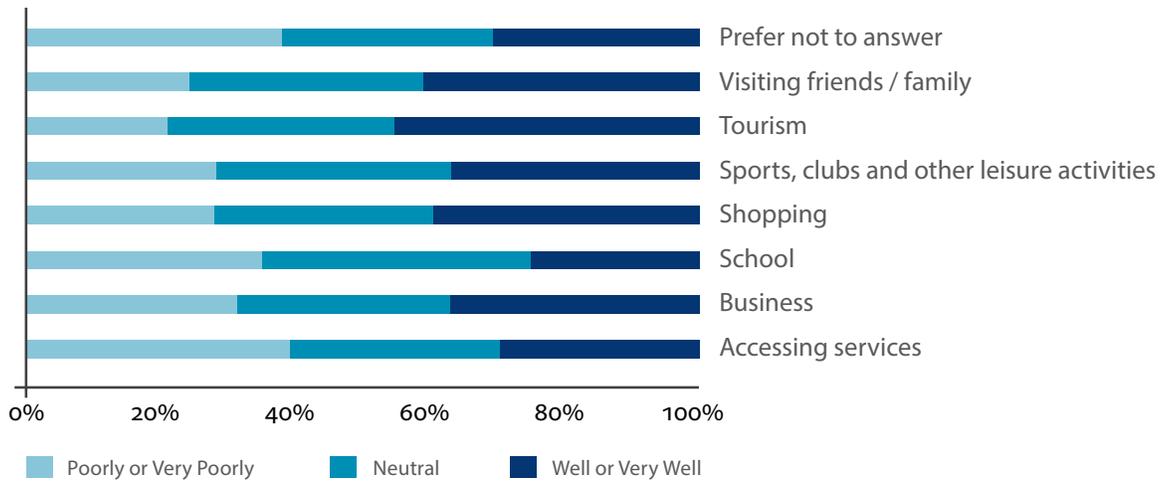
Within the communities with the highest dissatisfaction levels, fares and schedules were a common concern.

Areas for improvement



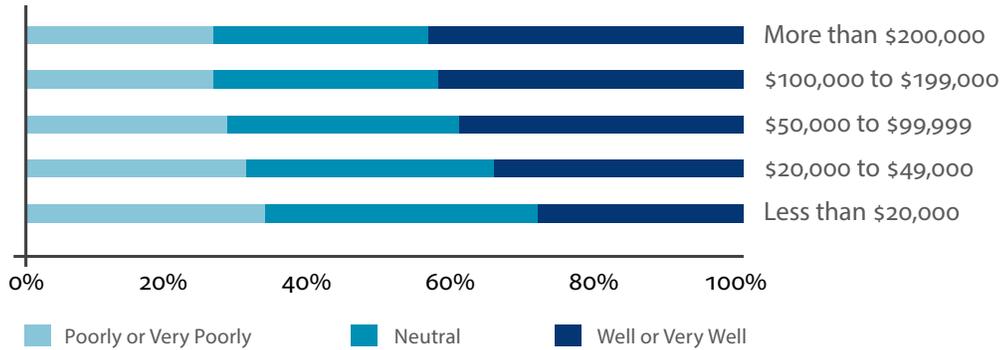
The survey data shows that satisfaction with the ferry system is dependent on the type of ferry user. In general, tourists, and those visiting friends and family show greater satisfaction with the ferry system than those who use the ferry for school, or for accessing services.

Satisfaction by travel purpose



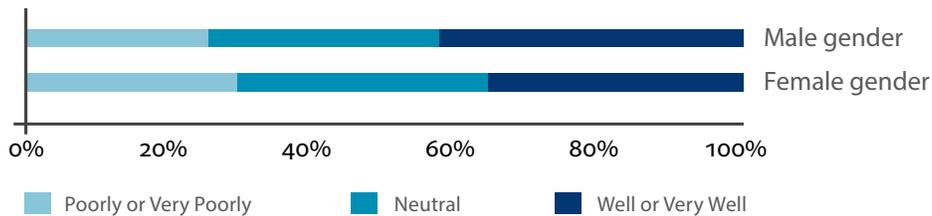
Satisfaction with the coastal ferry service also shows a direct correlation between several demographic factors such as household income and gender. Those respondents with higher household incomes are far more likely to express satisfaction with the ferry service than those with lower incomes.

Satisfaction by household income



A similar variance is revealed when considering gender. Males are more likely to express satisfaction with the current ferry system than females.

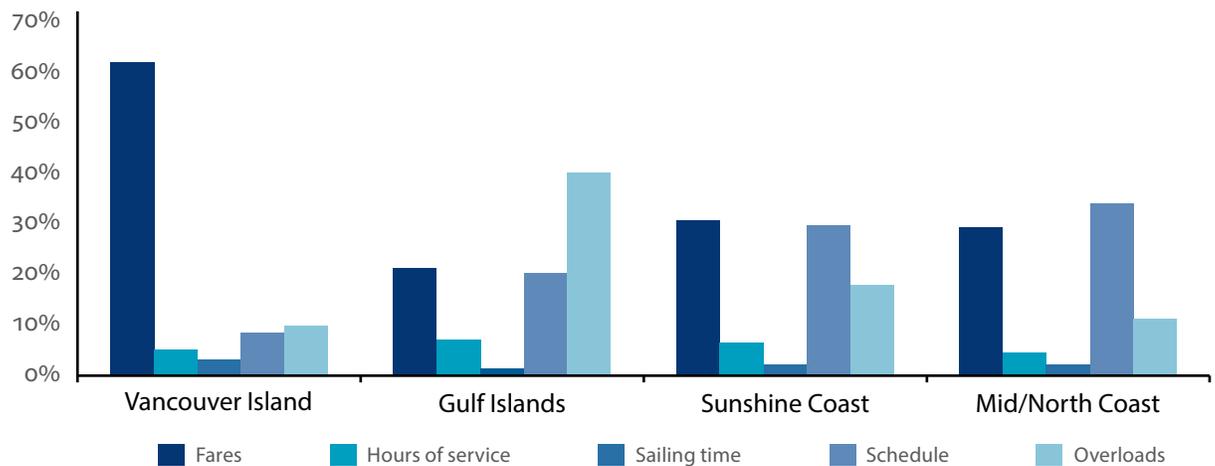
Satisfaction by gender



Ferry Dependence / Community Economic Well-being

Respondents that live in communities that are dependent on the ferry service, and who feel that the service presents an economic impediment to their community’s well-being, reported fares as being the strongest impediment followed by schedule and overloads.

Barriers of economic well-being

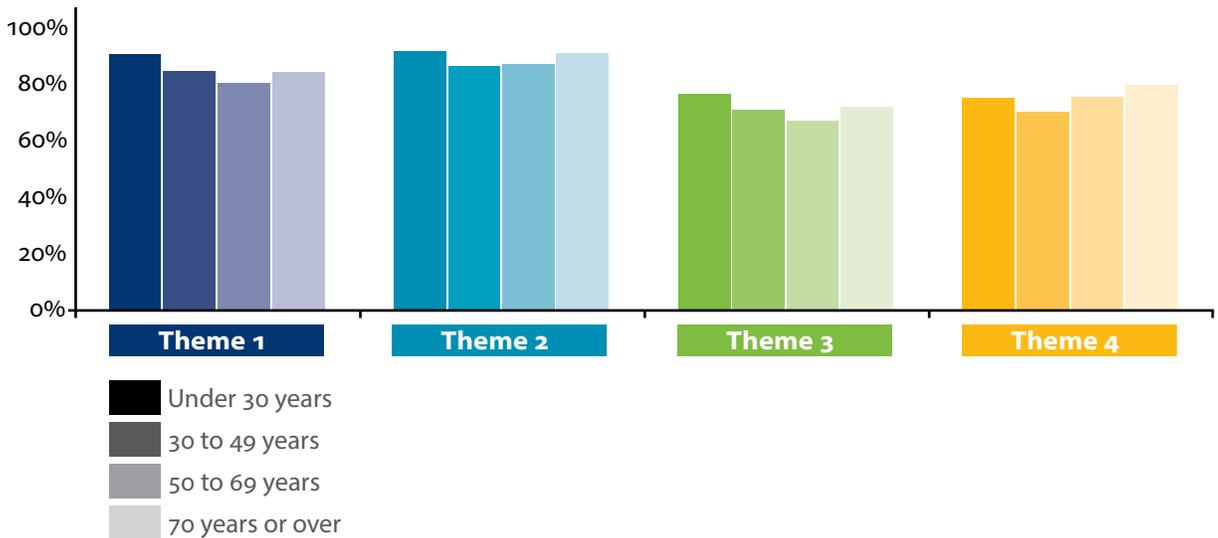


Themes

Regardless of their background, all four themes received strong endorsement from survey respondents. The greatest support appears to lie amongst younger respondents. The majority of those under age 30 strongly agreed with all the themes, which was generally higher than older demographics. The only theme (Community Values) had a greater level of support by participants 70 years of age or older representing the oldest demographic.

- Theme 1 (Supporting efficient end-to-end travel) resonated the strongest with male respondents.
- Theme 2 (Equity and Accessibility) resonated the most with all demographics.
- Themes 2 and 4 (Community Values) resonated higher with female respondents.
- Female respondents also had the lowest levels of disagreements for all themes.

Themes – Strongly agree/Agree by age



APPENDIX 1 – SUMMARY OF ENGAGEMENT QUESTIONS

Q: How often do you travel on coastal ferries?

Select one: Daily, At least weekly, At least monthly, A few times a year, I do not regularly travel

Q: What is your primary reason for travel?

Select one: For Business, For Sports, Clubs and other Leisure Activities, For School, To Visit Friends / Family, For Shopping, To Access Services, For Tourism

Q: Thinking about your typical trip that involves ferry travel, which travel modes do you use before and after the ferry portion of your trip?

Select all that apply: Public transit, Coach service, Walk, Bicycle, Taxi or ride-hail service, Ride from a friend or carpooling, Private vehicle, Air travel, Water taxi, Other

Q: How often do you bring a personal vehicle on the ferry?

Select one: Never, Almost Never, Sometimes, Often, Always

Q: What are the factors in deciding to bring a vehicle?

Select all that apply: Convenience, Ferry travel is part of a longer trip where I need my car, Shorter overall travel time, Travelling with children, Travelling as or with someone who has mobility challenges, Travelling with pets, Ability to get to and from ferry terminals, Transporting luggage or goods, Other

Q: Which of the following would make you more likely to travel on ferries as a foot passenger?

Select all that apply: Better foot passenger or bike amenities in existing ferry terminals, Better connections with existing public transit modes, Connections with new travel modes at ferry terminals (e.g., ride-hail, car / bike share), New ferry terminals in different locations, Improved parking facilities at existing ferry terminals, Availability of a passenger-only ferry service, Improved accessibility of ferries and terminals for people with mobility challenges, None of the above, Other

Q: How well are the existing coastal ferry services meeting your transportation needs?

Select one: Very poorly, Poorly, Neutral, Well, Very well

Q: Which feature of the ferry service needs the most improvement?

Select one: Fares, Schedule, Hours of service, Sailing time, Overloads, Other

Q: Do you live in a BC community that depends on ferry service to connect to the broader transportation network?

Select one: Yes, No

Q: Does current ferry service present an impediment to the well-being of your community?

Select one: Yes, No

Q: Which feature of the ferry service presents the biggest barrier to the economic well-being of your community?

Select one: Fares, Schedule, Hours of service, Sailing time, Overloads, Other

Q: Thinking about how individuals can contribute to reducing the environmental impact of ferry travel, would you be willing to

Select all that apply: Travel less if goods and/or services were available in my community, Travel more as a foot passenger if it was more convenient, Volunteer on a working group or committee to explore innovative community solutions, e.g., community buses, Pay higher ferry fares to accelerate the use of green technologies like electric ferries, Pay higher fares only if comparable contributions are made by others, e.g., ferry operators and government, Other

Q: How well do you feel Theme #1 – “A coastal ferry system should support efficient end-to-end travel” – reflects your vision for the future of coastal ferry service in British Columbia?

Select one: Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree

Q: What could be changed to make this theme better reflect your vision for the future of coastal ferry service?

Q: How well do you feel Theme #2 – “A coastal ferry system should be equitable and accessible” – reflects your vision for the future of coastal ferry service in British Columbia?

Select one: Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree

Q: What could be changed to make this theme better reflect your vision for the future of coastal ferry service?

Q: How well do you feel Theme #3 – “A coastal ferry system should mitigate and be responsive to climate change” – reflects your vision for the future of coastal ferry service in British Columbia?

Select one: Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree

Q: What could be changed to make this theme better reflect your vision for the future of coastal ferry service?

Q: How well do you feel Theme #4 – “A coastal ferry system should reflect values of coastal communities” – reflects your vision for the future of coastal ferry service in British Columbia?

Select one: Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree

Q: What could be changed to make this theme better reflect your vision for the future of coastal ferry service?

Q: Are these themes missing anything? Is there anything else you would like to share?

Q: Where do you primarily live?

Select one: Lower Mainland, Sunshine Coast, Southern Vancouver Island, Northern Vancouver Island, Southern Gulf Islands, Northern Gulf Islands, Mid-Coast, Haida Gwaii, North Coast, Northern Interior, Southern Interior, Outside of BC

Q: Where do you primarily travel from using coastal ferries?

Select one: Lower Mainland, Sunshine Coast, Southern Vancouver Island, Northern Vancouver Island, Southern Gulf Islands, Northern Gulf Island, Mid-Coast, Haida Gwaii, North Coast

Q: Where do you primarily travel to using coastal ferries?

Select one: Lower Mainland, Sunshine Coast, Southern Vancouver Island, Northern Vancouver Island, Southern Gulf Islands, Northern Gulf Island, Mid-Coast, Haida Gwaii, North Coast

Q: What is your age?

Select one: Younger than 15 years, 15 to 24 years, 25 to 39 years, 40 to 64 years, 65 years and older

Q: What is your gender?

Select one: Female Gender, Male Gender, Gender Diverse

Q: With which (if any) of the following groups do you identify?

Select all that apply: Visible Minority, Indigenous person, that is, First Nations (status or non-status), Métis or Inuit, Persons with diverse cognitive abilities, Person with diverse physical abilities, LGBTQ2S+, None of the above

Q: What is your household income?

Select one: Less than \$20,000, \$20,000 to \$49,999, \$50,000 to \$99,999, \$100,000 to \$199,999, More than \$200,000

Q: How do you best describe your employment?

Select one: Working full time, Working part time, Student, Retired, Unemployed, On leave (parental, disability, etc.), Homemaker or stay-at-home parent, Other



APPENDIX 2 – MEDIA NOTIFICATIONS



NEWS RELEASE

For Immediate Release
2019TRAN0182-002009
Oct. 18, 2019

Ministry of Transportation and Infrastructure

Building a coastal ferry service vision for the future

VICTORIA – The Province is looking for public input on what coastal transportation should look like as part of the process to develop a vision for British Columbia's coastal ferry services.

“Decisions on transportation investments have long-lasting impacts – that’s why it’s important that the people of British Columbia should have a say in the future of coastal ferry transportation,” said Claire Trevena, Minister of Transportation and Infrastructure. “Our government has restored 2,700 ferry sailings, reduced and frozen ferry fares and amended legislation, all of which are resulting in benefits to communities. Our next step is to develop a broad provincial vision so we can be sure that we have the right ferry services in place in the future.”

To start the process, Trevena will meet with stakeholders in Nanaimo, Victoria, Vancouver, Salt Spring Island, Sunshine Coast, Haida Gwaii and Comox. These meetings will help inform the broader visioning process.

This engagement will continue into the new year and will include an online component. The visioning process may include exploring additional ways of connecting coastal communities, such as:

- supplementing current services with passenger-only ferries;
- expanding transportation choices; and
- innovations to reduce greenhouse gas emissions.

The ministry intends to launch the online engagement in the new year.

Developing a provincial vision was one of the key recommendations brought forward by Blair Redlin, who conducted a review of coastal ferry services. With recent amendments to the Coastal Ferry Act to better support public interest, a vision will help guide the BC Ferries commissioner and the BC Ferry Authority in making decisions that also best serve the travelling public.

Learn More:

To read Redlin’s report, *Connecting Coastal Communities – Review of Coastal Ferry Services*, visit:

<https://www2.gov.bc.ca/assets/gov/driving-and-transportation/reports-and-reference/reports-and-studies/ferries-marine/20180630-review-coastal-ferry-services.pdf>



NEWS RELEASE

For Immediate Release
2020TRAN0025-000199
Feb. 2, 2020

Ministry of Transportation and Infrastructure

Have your say in developing a vision for coastal ferry service

COMOX – The Province is launching the next phase in its process to develop a vision for British Columbia’s coastal ferry services and is inviting British Columbians to share their views.

“Significant investments are being made in ferry infrastructure, with decisions being made today defining the service long into the future,” said Claire Trevena, Minister of Transportation and Infrastructure. “We’re asking people what the coastal ferry service could look like in 20, 30 or 40 years, and how services should be delivered to better support people and families who live and work on our coast.”

From Feb. 2 until March 20, 2020, people can share their input and feedback at:
engage.gov.bc.ca/coastalferries

“We’re asking people to weigh in and share their thoughts on what they would like to see for the future of ferry travel,” said Ronna-Rae Leonard, MLA for Courtenay-Comox. “Transportation needs are changing, and coastal ferries should also evolve. We want to ensure we have a system in place that is adaptable, dependable and convenient.”

In October and November 2019, the Province held pre-engagement forums, attended by Trevena, to share ideas on the future of coastal ferry transportation and how ferry service could evolve. Seven meetings were held, where 130 stakeholders shared their ideas.

The key themes heard at these meetings indicated that coastal ferry services should:

- support efficient end-to-end travel of people and goods;
- be equitable and accessible;
- mitigate and be responsive to climate change; and
- reflect the values of coastal communities.

The information gathered from the public engagement process will be used to develop a provincial vision to guide the future of British Columbia’s coastal ferry service.

Contact:

Ministry of Transportation and Infrastructure
Media Relations
Government Communications and Public
Engagement
250 356-8241



INFORMATION BULLETIN

For Immediate Release
2020TRAN0045-000406
March 9, 2020

Ministry of Transportation and Infrastructure

Reminder: Have your say on a coastal ferry vision

VICTORIA – British Columbians still have time to share their input for a vision on coastal ferry services, following the launch of a public engagement in February 2020.

A questionnaire is open for public feedback until March 20 at 4 p.m. (Pacific time) and can be found online: <https://engage.gov.bc.ca/coastalferries>

The development of a vision was one of the recommendations made by Blair Redlin, who conducted an independent review of coastal ferry services in 2018.

Following the close of the survey, the results will inform the development of a provincial vision to guide the future of British Columbia's coastal ferry service.

Four themes emerged following stakeholder engagement in October and November 2019:

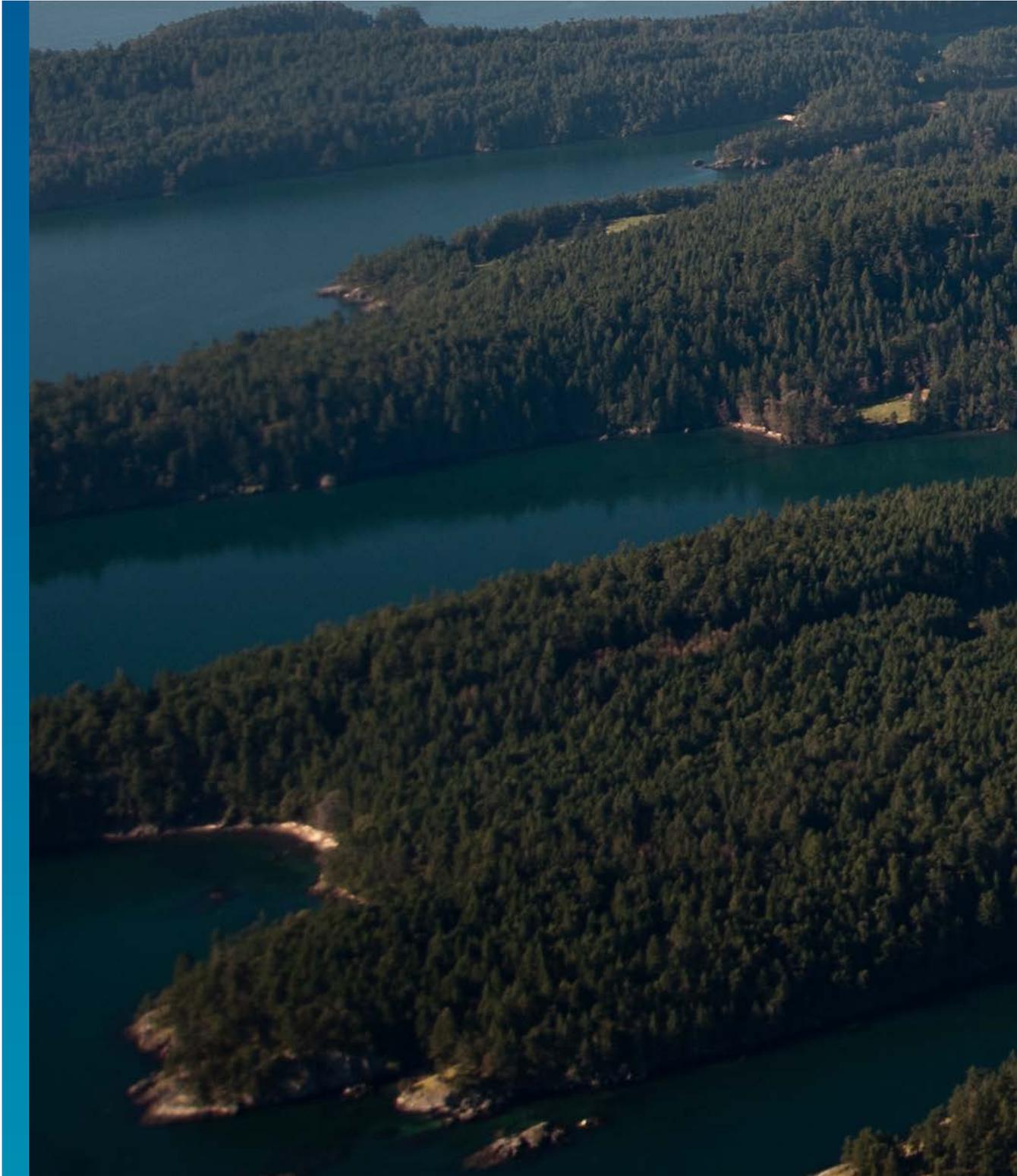
- support efficient end-to-end travel of people and goods;
- be equitable and accessible;
- mitigate and be responsive to climate change; and
- reflect the values of coastal communities.

People can share their input and feedback online: <https://engage.gov.bc.ca/coastalferries>

Contact:

Ministry of Transportation and Infrastructure
Media Relations
Government Communications and Public
Engagement
250 356-8241

Connect with the Province of B.C. at: news.gov.bc.ca/connect





September 2020

Copyright © 2020,
Province of British Columbia
All rights reserved.