



## EXECUTIVE SUMMARY

# BC Ferries Haida Gwaii Customer Feedback Survey Results 2017

In preparation for UBCM, the Haida and municipal communities of Haida Gwaii agreed to conduct a survey of residents to get feedback on BC Ferries services. We did this as, until last year, the Northern Routes have not historically been offered the opportunity to participate in Customer Feedback surveys administered by BC Ferries. The survey conducted by BC Ferries in 2016 was not well advertised and the questions seemed more reflective of the services provided on the southern routes. As a result, BC Ferries has advised that too few surveys were completed to be reported. Our survey was conducted from June 16 to September 13, 2017, and received 669 individual responses.



### Scheduling & Fares:

*“Even with a schedule we are always late!!! Why have a schedule if we can’t get to school on time. You are taking my education away from me because the captain cannot sail the ship on time.”*

1. The number 1 issue for **98% of respondents** was to **return our service schedule to pre-2014 levels**. Improved coordination with the airport schedule in Sandspit and buses/taxis/trains/Alaska ferry in Prince Rupert was also a concern.
2. Service schedule was followed in priority by fare reductions, lower fees for locals, or a frequent user card/affordable residents program, or fare subsidies for locals, with **97% reporting that this would allow them to use the service more frequently**.
3. **75% noted the lack of an effective and transparent reservation and waitlist system** for the northern routes was a concern, in particular in relation to **medical travel off island** as there is no medical priority system in place



### Accommodation:

*“Making people sleep on the floor with the lights on is demeaning and unnecessary. There should be simple, free or extremely cheap sleeping options like cots on board.”*

4. Accommodations were highlighted, in particular:
  - **medical travel priority** for cabins at discounted rates noted by **88%**,
  - ways to make overnight travelling more affordable by offering lower cost options, and
  - basic courtesies such as turning off the overhead lights and the air conditioning and removing vending machines from sleeping areas



## Socioeconomic Impacts:

*“Freight bumping really makes it difficult to do business, not knowing when to have extra staff on hand to process freight and sometimes having as many as three weeks’ worth of freight to deal with at once.”*

5. Weather delayed ferries have been cancelled instead of delayed, **which causes challenges for mail delivery, freight delivery, and has other social and economic costs**

6. Specific to Route 26, the Kwuna Ferry it was noted that the restricted schedule with the last sailing of the day at 6:10 pm **results in social, educational and economic hardships to the community**

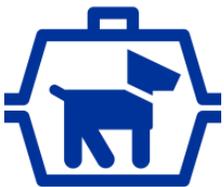


## Amenities:

*“Ferry travel in our beautiful province shouldn't feel like a binge on junk when you want a meal.”*

7. **85%** of respondents **would like to have healthy food options** made available as Route 11 to Prince Rupert primarily serves deep fried food with only a bean burrito offered for those needing gluten free fare

8. **85%** of respondents indicated that **access to WIFI on crossings** would improve their experience



## Services:

*“Acceptable and better pet accommodation, travel - away from the fumes, separate crates for dogs who cannot interact and who are frightened.”*

9. As Route 11 is a 6 to 8 hour ferry trip, pet related issues included letting passengers have more access to the vehicle deck during crossings (**68%**), providing pet-friendly spaces on the vehicle deck away from noise and exhaust (**65%**), and designating a lower outside deck as pet-friendly (**63%**)

10. Respondents liked that BC Ferries provides access to the mainland (**54%**) and Moresby Island (**43%**), the ability to hostel vehicles (**39%**) and terminal and on board staff customer service (**69%**), but were less happy with the service schedule (**2%**), entertainment options (**2%**), waitlisting process (**2%**) and the over height/length charges (**1%**).

*“It is unacceptable that low and shoulder season can be completely booked for 3 weeks forcing people to waitlist or cancel travel plans, especially since being on the waitlist almost always gets you on. Locals know this but tourists don't and will cancel plans. There must be a better way to know how much space is available.”*