

Feedback and Engagement Report

Q3 Fiscal 2024

Quarter ended December 31, 2023



Feedback and Engagement Report

Executive Summary

Q3 Fiscal 2024
(OCT, NOV, DEC)

Q3 Fiscal 2024 Summary

We continued to see a reduction in cancellations across the fleet in Q3 Fiscal 2024 when compared with the previous quarter and Q3 Fiscal 2023. Crew-related cancellations were one-third of what they were in the same quarter last year, with 100 crew cancellations in Q3 Fiscal 2024 and 308 in Q3 Fiscal 2023. In Q3, we provided over 2,200 additional scheduled sailings compared to Q3 Fiscal 2023.

After experiencing a mechanical issue that required its removal from service in August 2023, the *Coastal Renaissance* continues to undergo repairs; it is expected to return to service in March 2024. The other two Coastal Class vessels have planned maintenance to proactively address the same drive motor issues.

In order to save wear on the drive motors, both Coastal vessels were required to travel east of Saturna Island on several sailings, leading to sailing delays that compounded throughout the day. In February 2024, the schedule was changed to account for these delays.

On December 1, 2023, *the Kuper*, (Chemainus–Penelakut Island–Thetis Island), was renamed *Pune'luxutth*, the Hul'qumi'num' word for Penelakut. The name was chosen by the Penelakut Tribe; the change was made in the spirit of reconciliation.

On December 11, 2023, the BC Ferries Commissioner approved a major capital expenditure for four new hybrid electric Island Class vessels, which are expected to be in service by 2027. These new vessels will be fueled using shore-based rapid chargers that will be installed at Nanaimo Harbour, Gabriola Island, Campbell River and Quadra Island. The existing system relief vessel will be redeployed year-round to the Denman–Hornby route, doubling capacity and improving travel certainty throughout the year.

Severe weather led to the cancellation of sailings on several routes on November 10, December 9 and December 25, 2023.

CUSTOMER EXPERIENCE

93

The Customer Experience score for Q3 Fiscal 2024 is 93

(UP from 87, Q3 Fiscal 2023)

CUSTOMER COMPLAINTS

5.2

5.2 complaints were received for every 10,000 customers travelling in Q3 Fiscal 2024

(DOWN from 6.0, Q3 Fiscal 2023)

CUSTOMER SERVICE CENTRE

91%

Customers satisfied with their Customer Service Centre (CSC) experience

(DOWN from 92%, Q3 Fiscal 2023)

STALE RESPONSE RESOLUTION

22%

Customers who did not receive a response within Q3 target of 7 days

(DOWN from 25%, Q3 Fiscal 2023)

CUSTOMERS SERVED

Customer Type	Q3 Fiscal 2023	Q3 Fiscal 2024	YOY Change
Foot passengers	815,410	897,335	+10%
Vehicle passengers	3,694,762	3,853,276	+4%
Total vehicles	2,035,600	2,110,143	+4%

4,750,611 customers travelled with BC Ferries in Q3 Fiscal 2024, compared to 4,510,172 in Q3 Fiscal 2023 (5% increase in passenger volume).

COMMENTS, INQUIRIES AND PHONE CALLS

Channels	Q3 Fiscal 2023	Q3 Fiscal 2024	YOY Change
Comments	7,179	7,558	+5%
Phone Calls	71,056	89,545	+26%
Social Media (inbound)	11,610	7,754	-33%
Twitter	7,647	4,114	-46%
Facebook	1,900	1,766	-7%
Instagram	2,039	1,672	-18%
LinkedIn	24	22	-8%

OVERALL CUSTOMER EXPERIENCE

The customer experience score is below average compared to previous four years.

Main contributors to a below-average score:

Average customer satisfaction score

0.06 points lower than the four-year historical average for Q3

First call resolution

Down 2% compared to four-year historical average for Q3

Percentage of positive comments

Down 64% compared to four-year historical average for Q3

See the Customer Experience Dashboard on page 2 for a breakdown of metrics contributing to the overall customer experience score.

TOP THREE COMPLAINT AREAS

Major routes	% of all complaints
Routes 1, 2, 3, 30	
Fares/fare errors	26%
Advanced bookings	23%
Customer Service	11%
Minor routes	% of all complaints
All other routes	
Fares/fare errors	26%
Sailings/schedule	21%
Customer Service	12%

*Inbound customer inquiries received through BC Ferries social media channels.

Customer Experience Dashboard

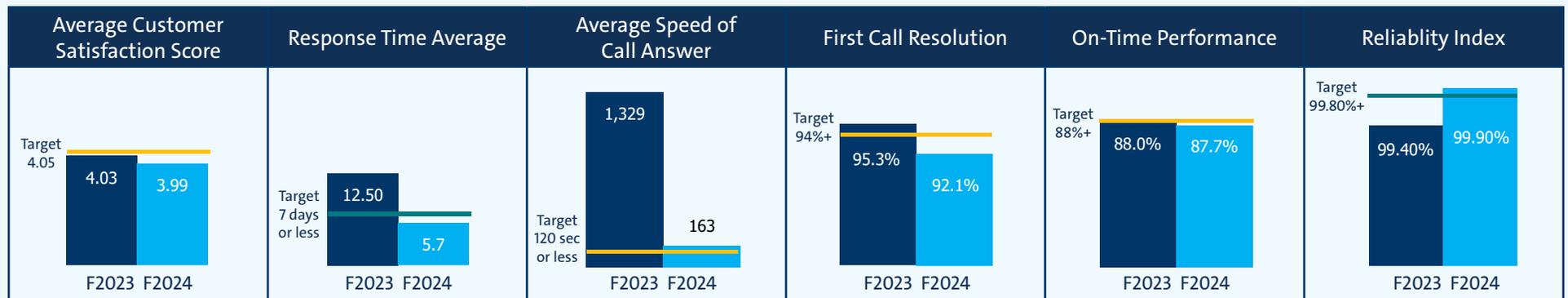
Quarterly Results

Q3 Fiscal 2024
(OCT, NOV, DEC)

The **Overall Customer Experience** performance score is a single summary measure that is calculated using eight different measures* from four different information sources. A score of 100 means that BC Ferries' performance this quarter is equivalent to the average performance over the previous four years (Fiscal 2020– Fiscal 2023). A score lower than 100 indicates a lower-than-average performance and a score greater than 100 indicates that this year's performance is better than average. For a full description of the Customer Experience Dashboard Methodology, refer to **Appendix A**.



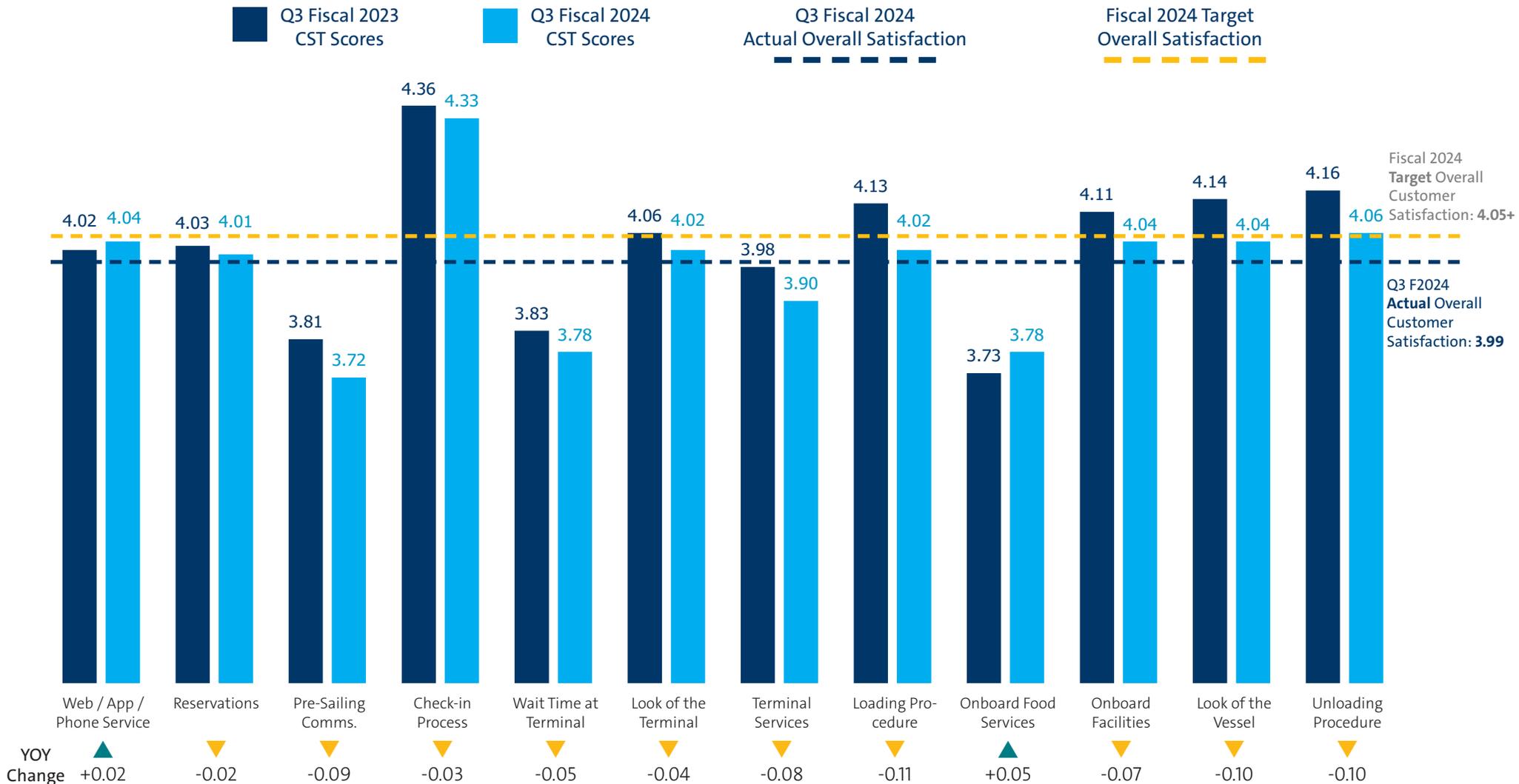
Current Performance Relative to Q3 Fiscal 2023 and Targets



*Note: On-time performance and fleet reliability are based on all BC Ferries routes including Route 13, which is operated by an alternative service provider under contract to BC Ferries.

Passenger Satisfaction throughout the BC Ferries Journey

Q3 Fiscal 2024
(OCT, NOV, DEC)



The blue dashed line represents the “Overall Satisfaction Score” for November Q3 F2024 passengers. Customer Satisfaction is measured using a 5 point Likert scale: 1 (very dissatisfied), 2 (dissatisfied), 3 (neither satisfied nor dissatisfied), 4 (satisfied), 5 (very satisfied).

Looking at the whole journey, passenger “high points” include the check-in process (4.33), and the unloading procedure (4.06). Passenger “low points” include pre-sailing communications (3.72), the wait time at the terminal (3.78) and onboard food services (3.78). The Q3 F2024 pattern of results typically follows that of 2022, however, satisfaction with most areas has decreased since Q3 F2023.

Customer Satisfaction Tracking

Intercept Surveys (November Wave)

Q3 Fiscal 2024
(OCT, NOV, DEC)

Total CST surveys completed



November F2023: 4,699
(+76% YOY)

Overall Customer Satisfaction Score



November F2023: 4.03
(-0.04 YOY)

Overall Customer Satisfaction Percentage



November F2023: 82%
(-1% YOY)

Net Promoter Score (NPS)



November F2023: 6
(-10 YOY)

Overall Customer Satisfaction by Route

The overall customer satisfaction score decreased compared to the Q3 Fiscal 2023 score. Analysis by route shows that passengers on Route 19 (Nanaimo Harbour – Descanso Bay) are the most satisfied with their overall experience (4.19) while passengers travelling on Route 3 (Horseshoe Bay - Langdale) are the least satisfied (3.74). The shifts in the Overall Customer Satisfaction Scores year over year (YOY) for each route are noted in the table below.

Overall Customer Satisfaction Question:

How satisfied, or dissatisfied, were you, overall, with your recent experience travelling with BC Ferries?
(1 - Very Dissatisfied, 2 - Dissatisfied, 3 - Neither Satisfied nor Dissatisfied, 4 - Satisfied, 5 - Very Satisfied)

Route	Q3 Fiscal 2023	Q3 Fiscal 2024	Change
Route 2	3.86	4.04	+0.18
Route 3	3.69	3.74	+0.05
Route 19	4.23	4.19	-0.04
Routes 5/9	4.05	3.99	-0.06
Route 30	4.12	4.05	-0.07
Route 4	4.14	4.03	-0.11
Route 1	4.18	4.00	-0.18

Service Areas with the Largest YOY Changes

Largest increases in customer satisfaction

Service Areas	Q3 Fiscal 2023	Q3 Fiscal 2024	Change
Usefulness of BC Ferries Website	3.96	3.98	+0.02
Usefulness of digital screens at the terminal	3.84	3.86	+0.02
BC Ferries phone service	3.43	3.44	+0.01

Source: November F2024 CST Survey

Largest decreases in customer satisfaction

Service Areas	Q3 Fiscal 2023	Q3 Fiscal 2024	Change
Play area for children	3.62	3.27	-0.35
Parking options at the terminal	3.78	3.51	-0.27
Workstations	3.78	3.60	-0.18

Source: November F2024 CST Survey

Customer Satisfaction Trends

Central and North Coast (Routes 10 and 11)

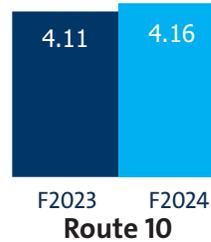
Q3 Fiscal 2024
(OCT, NOV, DEC)

Note: Customer Satisfaction Tracking data for the Central and North Coast is collected throughout the year via a post-travel survey that is emailed to customers travelling on these routes. This data collection method is used instead of onboard intercepts.

Scores range from 1 to 5. 1 = Very dissatisfied, 5 = Very satisfied.

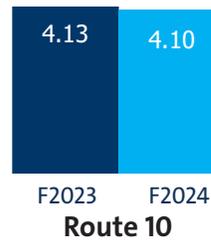
Overall Satisfaction

Year-over-year comparisons of overall satisfaction scores for Q3 suggest that satisfaction has increased for passengers on both Route 10 (+0.05) and Route 11 (+0.16).



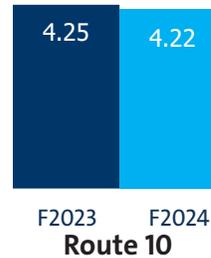
Terminal Satisfaction

Year-over-year comparisons of terminal satisfaction scores for Q3 suggest that passengers' terminal satisfaction rating has decreased slightly on Route 10 (-0.03) but has increased slightly on Route 11 (+0.02).



Onboard Satisfaction

Year-over-year comparisons of onboard satisfaction scores for Q3 suggest that satisfaction has decreased slightly for passengers on Route 10 (-0.03) but has increased for passengers on Route 11 (+0.20).



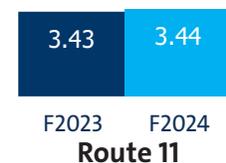
Safety of Ferry Operations

Year-over-year comparisons of satisfaction levels with safety of ferry operations for Q3 suggest that passengers' rating of safety has slightly declined on Route 10 (-0.01) but has increased on Route 11 (+0.08).



Value for Money of Fares

Year-over-year comparisons of passenger assessments of value for money of fares for Q3 suggest that passengers' ratings have increased slightly on both Route 10 (+0.02) and Route 11 (+0.01).



Customer Relations (ResponseTek)

Vancouver Island–Mainland (Routes 1, 2 and 30)

Q3 Fiscal 2024
(OCT, NOV, DEC)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 7.0)

In Q3 Fiscal 2024 we received **1,469** total complaints regarding these routes.

A number of mechanical issues impacted service between Vancouver Island and Metro Vancouver this quarter. In addition to the challenges faced by the Coastal class vessels – which saw the removal of the *Coastal Renaissance* from service in August 2023, and the need for the *Coastal Celebration* and *Coastal Inspiration* to travel east of Saturna Island on several sailings – the *Spirit of Vancouver Island* and the *Queen of New Westminster* both experienced unexpected removals from service.

Due to mechanical difficulty with the aft ballast tank, the *Spirit of Vancouver Island* was in dry dock October 10 – 18, 2023. During this period, daily sailings on the Tsawwassen–Swartz Bay route were reduced from 10 to eight.

The *Queen of New Westminster* was delayed returning from refit when a gearbox issue was discovered. Originally set to return to service November 30, 2023, the vessel returned instead on December 11, 2023. The *Salish Heron* provided supplementary service on the Tsawwassen–Swartz Bay route on December 1, 3, 4, 7, 8 and 10, 2023, with an extended sailing time of 2 hours.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 24%)

Complaint	Number of complaints (n)
Advanced bookings	
Double-charged/overcharged	90
Revised/cancelled bookings (Customers unhappy with BC Ferries' handling of revised/cancelled bookings)	49
Improve process for making booking changes	39

- Investigated reports of double charges. In some cases, customers made two identical bookings in error; in other cases, two charges were processed at the terminal. We refunded all incorrect charges and explained why charges occurred.
- Customers with cancelled Saver bookings expect their fare to be honoured on their alternate sailing, regardless of the reason for cancellation. Customers whose bookings are moved to a different time are advised that their fare is retained as booked; customers whose reservations are cancelled are advised that they will receive a full refund, and that they will pay either the At Terminal fare or the amount reflected in their new booking.
- Gave, as an in-kind gesture, customers who experience a controllable cancellation a travel voucher for future travel.
- Customers can change or cancel their booking via bcferries.com, the BC Ferries app, or by calling the Customer Service Centre. Different change and cancellation policies apply to bookings and fare types.



YOY Change:
NO CHANGE
(Q3 Fiscal 2023: 24%)

Complaint	Number of complaints (n)
Fares/fare errors	
Double-charged/overcharged	100
No-show fee charged in error	91
Fare refund not yet received	59

- Investigated the root cause of point-of-sale systems occasionally charging customers twice, and found that when the first PIN pad transaction was identified as incomplete, payment was still taken in error. When this occurred, customers were refunded.
- No-show fees are applied automatically to bookings not redeemed on the day of travel. In some cases, particularly with Travel Assistance Program (TAP) bookings, customers are not aware of the no-show fee and do not inform the ticket agent of the booking. Some customers also neglect to cancel their bookings, incurring the fee, and then request a refund.
- Some customers make more than one booking, then request a refund of the unused reservation. Depending on the booking type, they may or may not be entitled to a partial refund, which is processed automatically. Customers unaware of the terms of their reservations are provided information to assist with future bookings.



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 14%)

Complaint	Number of complaints (n)
Customer service	
Poor customer service (Check-in)	75
Poor customer service (Terminal)	25
Poor customer service (Onboard)	20

- Shared employee conduct concerns with management as appropriate for internal review and follow-up.

*Note: 'n' values represent the count of complaints within each complaint area (customer service, fares etc.). 'n' values not represented within a complaint area are 'other' comments related to the complaint area that do not fit a common theme or category.

Customer Relations (ResponseTek)

Sunshine Coast (Routes 3, 7, 8, 13, 17 and 18)

Q3 Fiscal 2024
(OCT, NOV, DEC)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 4.1)

In Q3 Fiscal 2024, we received 417 total complaints regarding these routes.

The elevator on the *Malaspina Sky* went out of service on October 21, 2023. Repairs are anticipated in early 2024. Portable accessible washroom facilities are available on the vehicle deck.

Some customers who booked in advance on sailings departing Langdale, which has a zero-dollar Saver fare, expressed surprise and frustration when they were charged the no-show fee for unredeemed bookings when they chose not to travel and didn't cancel in advance.

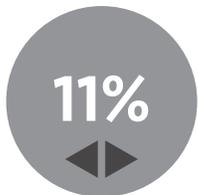
Issues with TAP booking redemptions continue. In some cases, customers claim to be unaware of the \$25 no-show fee and fail to redeem their booking, while other customers claim that terminal staff aren't redeeming the booking. Some customers incorrectly book TAP reservations when they are not travelling for medical specialist appointments, so they are charged the no-show fee when the bookings are not redeemed.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 26%)

Complaint	Number of complaints (n)
Fares/fare errors	
No-show fee charged in error	108
Experience™ Card issue	11
Travel Assistance Program (TAP) form issue	10

- Investigated reports of bookings not redeemed, and refunded no-show fees as appropriate.
- Followed up with customers travelling on TAP who mistakenly believed that presenting the TAP form would automatically trigger redemption of their booking.
- Customers travelling on TAP must present a complete and valid form to travel at no cost. Customers with incomplete forms are not eligible for complimentary travel, per Medical Services Plan guidelines. Customers are provided information to support future success with TAP travel. Terms and conditions are provided during the booking process, and are included in email confirmations.
- We assisted customers with any issues related to their Experience™ Card.



YOY Change:
NO CHANGE
(Q3 Fiscal 2023: 11%)

Complaint	Number of complaints (n)
Advanced bookings	
Double-charged/overcharged	7
Change/cancellation policies (Unfair, poorly communicated)	7
Improve process for making booking changes	5

- Investigated reports of double charges. In some cases, customers made two bookings in error; in other cases, two charges were processed at the time of booking. Some customers misread their credit card statements and mistakenly believed they had been incorrectly charged.
- Customers must agree to the terms and conditions of their booking, including cancellation and no-show policies, prior to completion. No-show fees encourage customers to use or change their bookings, and discourage customers from making multiple bookings, which frees up bookable space for customers who intend to travel.
- Customers can change or cancel their booking via the website or the BC Ferries app, or by calling the Customer Service Centre.



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 17%)

Complaint	Number of complaints (n)
Sailings/schedules	
Sailing waits/delays (Frequency of delays and waits between sailings)	19
Cancelled sailings (Frustration expressed due to cancelled sailings)	12
Add more sailings	5

- The majority of sailing wait/delay concerns are from customers travelling on the Langdale–Horseshoe Bay route, where many customers would like to see a dedicated second vessel year-round. Performance Term 6 outlines near- and medium-term plans for two-ship service with higher frequency on this route in spring, fall and summer, as well as during peak season.

*Note: 'n' values represent the count of complaints within each complaint area (customer service, fares etc.). 'n' values not represented within a complaint area are 'other' comments related to the complaint area that do not fit a common theme or category.

Customer Relations (ResponseTek)

Southern Gulf Islands (Routes 4, 5, 6, 9, 12, 19 and 20)

Q3 Fiscal 2024
(OCT, NOV, DEC)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 4.2)

In Q3 Fiscal 2024, we received **276** total complaints regarding these routes.

On October 4, 2023, the *Salish Raven*, serving Swartz Bay–Southern Gulf Islands, cancelled the last sailings of the day because of crew availability. The *Queen of Cumberland* and the *Salish Eagle* operated on a modified schedule, and the *Skeena Queen* made an additional stop at Otter Bay on the last sailing of the evening; however, some customers were not able to reach their final destinations that night. Customers expressed frustration that the cancellations were not announced earlier in the day.

On November 2, 2023, the *Skeena Queen* experienced a mechanical issue with its propulsion system, which led to cancellations of the last two round trips. Water taxi service was provided and the *Salish Eagle* performed a late-night round trip between Swartz Bay and Long Harbour.

The *Kuper* was removed from service from October 11 to December 8, 2023 for annual refit. The smaller *Kahloke* provided service on a modified schedule during this time. Many community members expressed frustration with the service levels and schedule during the refit, and were concerned that the temporary schedule would become permanent. The *Kuper* returned to service on December 9, 2023, under its new name, the *Pune'luxutth*.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 23%)

Complaint	Number of complaints (n)
Sailings/schedules	
Cancelled sailings (Frustration expressed due to cancelled sailings)	25
Dislikes current schedule (Rt. 20)	20
Sailing waits/delays (Frequency of delays and waits between sailings)	19

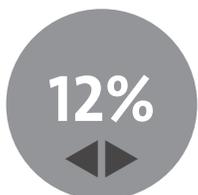
- When sailings were cancelled, water taxi service was offered where possible, and other vessels operated on modified schedules.
- We reimbursed customers, in line with our compensation guidelines, when cancellations within our control prevented them from reaching their destination on the same day.
- With the return of the *Pune'luxutth* to the Chemainus–Penelakut Island–Thetis Island route on December 9, 2023, the sailing schedule reverted to regular seasonal service.
- We meet and frequently exceed the service levels determined by the Coastal Ferry Services Contract.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 16%)

Complaint	Number of complaints (n)
Fares/fare errors	
No-show fee charged in error	12
Fare refund not yet received	10
Incorrect fare charged (Senior rate, Thru-fare, etc.)	10

- Investigated reports of bookings not redeemed, and refunded no-show fees as appropriate.
- Denied refund requests for BC Senior fares when ID was not presented at the time of travel.
- Assisted customer with information on obtaining thru fare for future travels.



YOY Change:
NO CHANGE
(Q3 Fiscal 2023: 12%)

Complaint	Number of complaints (n)
Customer service	
Poor customer service (Loading)	11
Poor customer service (Check-in)	9
Poor customer service (Terminal staff)	7

- Some customers were not aware of the requirement to ask for accessible loading at the ticket booth, which can result in their requests going unmet. We provide these customers with information to ensure future success.
- Shared employee conduct concerns were shared with management as appropriate for internal review and follow-up.

*Note: 'n' values represent the count of complaints within each complaint area (customer service, fares etc.). 'n' values not represented within a complaint area are 'other' comments related to the complaint area that do not fit a common theme or category.

Customer Relations (ResponseTek)

Northern Gulf Islands (Routes 21, 22, 23, 24 and 25)

Q3 Fiscal 2024
(OCT, NOV, DEC)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 1.8)

In Q3 Fiscal 2024, we received 53 total complaints regarding these routes.

Several sailings were cancelled due to adverse weather during Q3 Fiscal 2024 in this region. Notable dates included November 10, December 9 and December 25, 2023.

On November 20, 2023, the *Baynes Sound Connector* cancelled sailings from late afternoon through the remainder of the day because of crew availability. A replacement crewmember was later sourced, and the last two round trips of the evening were reinstated. By this time, some customers travelling to Denman and Hornby islands had secured hotel rooms on Vancouver Island.

The *Island Nagalis*, operating between Campbell River and Quadra Island, cancelled all sailings on October 28 and several on October 29 due to a mechanical issue; the *Island K'ulut'a* provided service during this time.



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 43%)

Complaint	Number of complaints (n)
Sailings/schedules	
Cancelled sailings (Frustration expressed due to cancelled sailings)	4

- We reimbursed customers, in line with our compensation guidelines, when cancellations within our control prevented them from reaching their destination on the same day.
- Two-ship operation on the Campbell River–Quadra Island route allows us to continue to provide service when one vessel is unavailable.



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 27%)

Complaint	Number of complaints (n)
Fares/fare errors	
Incorrect fare charged (Commercial rate, Incorrect destination, etc.)	6
Double-charged/overcharged	4

- Customers at Buckley Bay whose destination is Hornby Island, as well as customers at Campbell River whose destination is Cortes Island, have the option to pay the full thru fare at the originating terminal. In some cases, customers are charged for both legs when they intend to sail on only one. We provide refunds to customers, on a case-by-case basis, for the unused second leg of their paid travel.
- We refunded customers who were charged the commercial rate when their vehicle details could be confirmed as non-commercial, and provided information to ensure they are charged the correct rate in future.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 9%)

Complaint	Number of complaints (n)
Customer Service	
Poor customer service (Check-in)	3

- Shared employee conduct concerns with management as appropriate for internal review and follow-up.

*Note: 'n' values represent the count of complaints within each complaint area (customer service, fares etc.). 'n' values not represented within a complaint area are 'other' comments related to the complaint area that do not fit a common theme or category.

Customer Relations (ResponseTek)

Central and North Coast (Routes 10, 11, 26, 28 and 28a)

Q3 Fiscal 2024
(OCT, NOV, DEC)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q3 Fiscal 2023: 19.0)

In Q3 Fiscal 2024, we received **58** total complaints regarding these routes.

Over the holiday period in late December, the *Northern Expedition's* schedule for travel between Prince Rupert, Port Hardy and Skidegate was revised due to forecasted adverse weather. The *Northern Sea Wolf* and the tug and barge service altered their schedules to accommodate connections from the *Northern Expedition*. The *Northern Expedition* then experienced a mechanical issue with the port engine, which necessitated the cancellation of two round trips between Prince Rupert and Skidegate on December 25 and 26.

We moved customers where possible and provided refunds to those who chose not to travel. Reimbursement of related expenses was provided on a case-by-case basis, and impacted customers were provided with complimentary travel.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 23%)

Complaint	Number of complaints (n)
Fares/fare errors	
Travel Assistance Program (TAP) form issue	5
No-show fee charged in error	3
Double-charged/overcharged	3
Fare refund not yet received	3

- Investigated all TAP form issues and provided refunds to customers who were charged incorrectly. Customers arriving without a completed TAP form are not eligible for a refund post-travel.
- Investigated all reports of no-show fees, double charges and refunds not received, and processed refunds where appropriate.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 23%)

Complaint	Number of complaints (n)
Advanced bookings	
Double-charged/overcharged	8
Improve email communications	3

- Investigated complaints related to double charges and overcharges, and provided refunds as appropriate. Customers' bookings were charged correctly in some instances, while in other cases, their credit cards were erroneously charged a second time.
- Re-sent booking information, where possible, to European customers with a ".de" email extension; these customers are not able to receive emails from a BC Ferries 'no reply' email address.



YOY Change:
Complaints are UP
(Q3 Fiscal 2023: 8%)

Complaint	Number of complaints (n)
BC Ferries website	
Improve booking flow for northern routes	4
Improve website navigation/ease of finding information online	3

- The Customer Service Centre provided assistance to customers making a booking online for North Coast routes. The booking flow differs slightly from the other bookable routes, due to limited date availability and the option to add cabins and amenities, or to join the waitlist.
- Assisted customers who have trouble locating required information on our website.

*Note: 'n' values represent the count of complaints within each complaint area (customer service, fares etc.). 'n' values not represented within a complaint area are 'other' comments related to the complaint area that do not fit a common theme or category.

Customer Engagement Activities

Ferry Advisory Committees (FAC)

BC Ferries has 13 FAC's that provide input and guidance to BC Ferries decision-making, and act as liaisons between BC Ferries and the communities they represent. FACs have been established for the geographic areas listed here.

BC Ferries holds two formal public meetings a year with the FACs to discuss local terminal and service issues. Additional meetings may take place on an as-needed basis to address operational concerns, and to gather input on specific projects (e.g., terminal development plans).

- Brentwood Bay/Mill Bay
- Bowen Island
- Campbell River/ Quadra Island/ Cortes Island
- Chemainus/ Thetis Island/ Penelakut Island
- Denman/ Hornby
- Gabriola Island
- Langdale/ Gambier/ Keats
- North and Central Coast
- Northern Sunshine Coast
- Salt Spring Island
- Southern Gulf Islands
- Souther Sunshine Coast
- Tri-Islands (Port McNeil/ Sointula/ Alert Bay)

FAC Activities

In Q3 Fiscal 2024, Ferry Advisory Committees were engaged in the following activities

FAC meetings with:

- Southern Gulf Islands (virtual)
- Southern Sunshine Coast (virtual)
- Northern Sunshine Coast (Virtual)
- North and Central Coast
- Met virtually with Gambier–Keats Island FAC members to elect new FAC Chair and Vice Chair, in addition to conversations regarding traffic data and scheduling

In-person events continue to be on hold while a fulsome safety and security plan for community engagement activities is implemented. BC Ferries is also working to develop new processes so we can be more responsive to the feedback we receive. Having in-person engagement and discussions is very important to improving our relationship with communities and we want to ensure we get it right. An update on next steps is expected in early Spring.

Themes

In Q3 Fiscal 2024, discussions with Ferry Advisory Committee members included the following key themes

- Concerns around crewing shortages and traffic management at terminals
- Discussions around terminal projects and upgrades
- Discussions around sailing cancellations, refunds and compensation
- Discussions around the Travel Assistance Program (TAP) and Medical Assured Loading

Customer Engagement Activities

Pat Bay Highway Congestion Stakeholder Meeting – November 2, 2023

In response to a request from the Southern Gulf Islands Ferry Advisory Committee, a meeting was held to discuss the challenges in accessing the terminal and residential areas on the north end of the peninsula when unusual circumstances at Swartz Bay terminal lead to major congestion on the Pat Bay Highway. Attendance included representatives from Southern Gulf Islands Ferry Advisory Committee, Salt Spring Island Ferry Advisory Committee, BC Transit, North Saanich RCMP, Ministry of Transportation and Infrastructure, Town of Sidney, and BC Ferries' Terminal Operations and Community Relations teams. Representatives from the Municipality of North Saanich were also invited, but were unable to attend. The meetings resulted in shared knowledge of current practices, and mitigation plans in place that provided a deeper understanding of the roles of each stakeholder. Options available to best manage traffic flow during these times were outlined, and opportunities for increased communication between transit groups during these rare events were identified.

Route 9 Foot Passenger Trailer – November 7, 2023

In response to a request from the Southern Gulf Islands Ferry Advisory Committee, a meeting was held to discuss the trailer at Tsawwassen Terminal in Berth Two that is used for Route 9 walk-on passengers. Southern Gulf Islands FAC members were in attendance, as well as the BC Ferries' Terminal Operations and Community Relations teams. The discussions included what enhancements have been made, and FAC members were given an opportunity to provide feedback and suggestions on what further improvements could be considered for future upgrades. Next steps will include providing this information to terminal maintenance and construction teams to be incorporated in future planning, as well as a follow-up meeting in the spring on potential improvements.

Chemainus–Thetis–Penelakut Refit Schedule Consultation

Community Relations, along with Operations and Fleet Scheduling, responded to community and Ferry Advisory Committee feedback on schedule changes for Route 20 (Chemainus–Thetis–Penelakut) while the *Pune'luxutth* was in refit. Feedback included modification to the dangerous cargo sailings, which were amended based on the feedback received. Additionally, BC Ferries collaborated with BC Transit to ensure bus schedules lined up with the revised temporary sailing schedule, and recommended accommodations to current transit schedules to allow for earlier drop-off for students travelling to Penelakut.

Ferry Advisory Committee Terms of Reference Review

At the beginning of Q3 2024, BC Ferries paused all in-person events while a fulsome safety and security plan for community engagement activities is developed. This plan will affect processes and policies related to FAC meetings and other publicly accessible events, and will be consistent with BC Ferries' approach to other public-facing areas of the business, including terminal and vessel operations. The Terms of Reference have been included as part of this review, and possible changes based on the recommendations will be incorporated into the revised terms. In-person events are expected to return in spring 2024.

Customer Engagement Activities

Q3 Fiscal 2024
(OCT, NOV, DEC)

Title of project	Snug Cove Marine Life Extension	Vesuvius and Crofton Trestle Life Extension Project	Swartz Bay Berth 5 Marine Work	Nanaimo Harbour Terminal Trestle and Pontoon Life Extension
Purpose of Engagement	Respond to feedback from previous engagement with Bowen Island Municipality, Ferry Advisory Committee and community members on proposed project plans and mitigations. Inform interest holders of updated timelines and changes made to modified schedules and mitigation plans, with their feedback incorporated.	Inform community of ongoing project work and safety improvements	Introduce scope of work and listen to input as to how we can help mitigate the impacts on nearby residents; attain required permits and approvals	Inform community of exploratory work taking place at terminals, impact on schedules and potential noise around terminals
Engagement Activities	Attended Bowen Island Municipality Public Meeting to provide an update on project timelines, as a result of the feedback we received from previous engagements	Direct communication with neighbours via letters, Salt Spring Island FAC and through Service Notices	Held online public information session for neighbours, local community members and specific interest holders to provide details of the project and answer questions	Local residents' thought letters, Gabriola FAC, communications on the project page and via Service Notices
	Met with Bowen Island Municipality, and Bowen Island FAC via virtual meeting to provide an update on timelines and modified mitigations based on previous engagement feedback			
	Direct communication with neighbours and local businesses (including Island-wide mail drop), Service Notices, print ad in the <i>Bowen Island Undercurrent</i> and communications on the project page and on social media to advise of updated timelines and new mitigation plans developed in collaboration with Bowen Island Municipality and Ferry Advisory Committee			

Customer Engagement Activities

Q3 Fiscal 2024
(OCT, NOV, DEC)

Title of project	Snug Cove Marine Life Extension	Vesuvius and Crofton Trestle Life Extension Project	Swartz Bay Berth 5 Marine Work	Nanaimo Harbour Terminal Trestle and Pontoon Life Extension
Key Themes	Effective channels for communicating with residents and businesses	Night work and noise bylaw variance	Noise bylaw variance	Night work and noise bylaw variance
	Mitigation plans during project, including shuttle bus transportation on Bowen Island for those using the water taxi	Communication on completion of project	Environmental stewardship and Fisheries and Oceans Canada bylaws	
Next Steps	<p>Provide updates on project</p> <p>Continue communication around modified schedule and berth closure dates</p>	Project complete	Communications on status and completion of project	Communications on status and completion of project

Indigenous Relations and Engagement

Relationship building

- Growing and fostering relationships with 18 First Nations with an initial meeting scheduled with one more Nation early February
- Total of three Relationship Protocols and two operational agreements with First Nations

Supporting Indigenous culture and communities

- Renamed the route 20 (Chemainus–Thetis Island–Penelakut Island) vessel to *Pune'luxutth* (Pun–a–la–hutt), in partnership with the Penelakut Tribe
- Working with an Indigenous consultant, we continued engagements with coastal First Nations to explore opportunities for cultural recognition at BC Ferries terminals and on vessels

Internal capacity building

- Planning for honouring Red Dress Day and Moose Hide Campaign Day 2024

Supporting project engagement and consultation

- Supporting Terminal Construction teams in First Nations engagement on terminal redevelopments, smaller scale projects and life extensions
- Active participation in the Charting the Course to 2050 engagement with First Nations

Economic participation of First Nations in BC Ferries operations

- Two presentations on BC Ferries recruitment and employment opportunities to Nations, supported by our People & Safety team

Outreach and Relationship-Building	
Halalt First Nation	Continued discussion of Halalt First Nation’s interests with respect to the Crofton and Vesuvius terminal developments.
Heiltsuk Tribal Council	BC Ferries is pleased to have Heiltsuk’s support for the Shearwater terminal redevelopment and will continue to partner and collaborate on future opportunities.
K’ómoks First Nation	K’ómoks First Nation and BC Ferries continue to explore cultural recognition and preservation on Denman and Hornby Islands.
Klahoose First Nation	BC Ferries is pleased to meet Klahoose requests, including exploring cultural recognition at the Whaletown terminal development and supporting an increase in assured loading for community members.
Malahat Nation	Malahat Nation and BC Ferries continue to engage on priority topics and local issues.
Penelakut Tribe	BC Ferries celebrates partnering with Penelakut for the renaming of the <i>Kuper</i> to <i>Pune’luxutth</i> .
Qualicum First Nation	Qualicum First Nation and BC Ferries continue to explore cultural recognition and preservation on Denman and Hornby Islands.
Quw’utsun Nation	Quw’utsun Nation is the collective of Cowichan Tribes, Halalt First Nation, Lyackson First Nation, Penelakut Tribe, and Stz’uminus First Nation. BC Ferries is engaging the Nation both in the contexts of proposed projects and relationship building.
shíshálh Nation	shíshálh Nation and BC Ferries are working to address capacity and assured loading issues on route 3 (Horseshoe Bay–Langdale).
Snuneymuxw First Nation	Monthly working group meetings to implement the Relationship Protocol, including an exploration of Snuneymuxw’s priority interests.
Tsartlip First Nation	Monthly working group meetings to implement the Relationship Protocol, including scoping the work ahead and resources required to achieve mutual goals.
Tsawout First Nation	BC Ferries and Tsawout explore next steps for further relationship building.
Tsawwassen First Nation	BC Ferries is commencing a relationship re-start with Tsawwassen First Nation after many years.
Tsleil-Waututh Nation	BC Ferries and Tsleil-Waututh had a first meeting and are looking forward to deepening their relationship in spring 2024.
We Wai Kai First Nation	Continued engagement on cultural recognition, particularly with respect to the Campbell River terminal development project and in collaboration with Wei Wai Kum First Nation.
Wei Wai Kum First Nation	Continued engagement on cultural recognition, particularly with respect to the Campbell River terminal development project and in collaboration with We Wai Kai First Nation.

Customer Experience Dashboard Methodology

The Overall Customer Experience performance score is a composite measure that is calculated using eight individual measures from four different information sources. The Overall Customer Experience performance score is represented by the dial score (Pg. 2).

One of the primary advantages to using a composite measure is that it provides a comprehensive perspective of a quality, which in this case, is customer experience. Customer experience is multi-faceted. To attend to this dimensionality, a global measure must be used; one that is calculated using multiple measures that tap into different aspects of customer experience.

BC Ferries senior staff, in consultation with R.A. Malatest & Associates Ltd. (Malatest), an independent research firm that is also working with BC Ferries on the CST Research Program, selected the following eight customer experience measures, which all contribute equally to a single (global) performance score:

Information Source	Measure	Relative Weight
Customer Satisfaction Intercept Surveys	Net Promoter Score	12.5%
	Average Customer Satisfaction Score	12.5%
Operational Data	On-Time Performance (OTP)	12.5%
	Fleet Reliability Index	12.5%
Customer Relations (ResponseTek)	Response Time Average	12.5%
	Percent Positive Feedback	12.5%
Customer Service Centre	Average Speed of Call Answer (ASA)	12.5%
	First Call Resolution (FCR)	12.5%

On-Time Performance (OTP): Percentage of sailings departing or arriving, as applicable, within 10 minutes of the scheduled time.
Fleet Reliability Index: Percentage of sailings not cancelled due to controllable events.

How is the Overall Customer Experience Performance Score Calculated?

The measures that are used to build the composite measure include count data, 5-point Likert-style scales and percentage scores. To be able to achieve a single unified measure, each of the scores is standardized (using z-scores) and then converted to a 100-point scale. To limit the impact of extreme outliers on the overall performance score, z-score values are capped at +/- 3.0.

An Overall Performance score of 100 means that BC Ferries' performance is equivalent to average performance over the past four years. Scores greater than 100 signal an improvement in performance while lower-than-average performance is indicated by scores lower than 100.

Appendix B

Definition of Terms

Q3 Fiscal 2024
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Controllable Cancellations	Sailings cancelled due to controllable events such as loading procedure or fueling.
First Call Resolution (FCR)	The rate at which customers call back within the same day.
Fleet Reliability Index	Percentage of scheduled sailings that are not cancelled due to controllable events.
n	Symbol that represents either sample size (e.g., number of surveys collected) or count (e.g., number of complaints with a comment or rating). The number of complaints used for further analysis excludes general comments and comments without a rating.
Net Promoter Score (NPS)	A widely used customer satisfaction measure that considers the percentage difference between “promoters” and “detractors” within a company’s customer base. The NPS is a trademarked measure.
On-Time Performance	Percentage of scheduled sailings that depart or arrive within 10 minutes of the scheduled time, as applicable.
Stale Response Resolution	Percentage of passenger comments within the ResponseTek system that did not receive a response from the Customer Relations team within 7 days of the comment having been submitted in Quarters 3 and 4, and within 14 days of the comment having been submitted in Quarters 1 and 2.
Uncontrollable Cancellations	Scheduled sailings cancelled due to uncontrollable events such as inclement weather or medical emergencies.

Appendix C

Routes and Terminals by Region

Q3 Fiscal 2024
(OCT, NOV, DEC)

Vancouver Island - Mainland

Route	Terminals
Route 1	Swartz Bay - Tsawwassen
Route 2	Departure Bay - Horseshoe Bay
Route 30	Duke Point - Tsawwassen

Northern Gulf Islands

Route	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 McNeil - Alert Bay - Sointula

Southern Gulf Islands

Route	Terminals
Route 4	Horseshoe Bay - Langdale
Route 5	Earls Cove - Saltery Bay
Route 6	Bowen Island - Horseshoe Bay
Route 9	Gambier Island - Keats Landing - Langdale
Route 12	Comox - Powell River
Route 19	Powell River - Texada Island
Route 20	Chemainus - Penelakut Island - Thetis

Central and North Coast

Route	Terminals
Route 10	Port Hardy - North Coast (McLoughlin Bay, Oceans Falls, Bella Coola, Shearwater, Klemtu)
Route 11	Prince Rupert - Skidegate Landing
Route 26	Skidegate Landing - Alliford Bay
Route 28	Port Hardy - Bella Coola
Route 28A	Central Coast Connector Service (McLoughlin Bay, Oceans Falls, Bella Coola, Shearwater, Klemtu)

Sunshine Coast

Route	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
Route 17	Comox - Powell River
Route 18	Powell River - Texada Island