

# Feedback and Engagement Report

Q4 Fiscal 2025

*Quarter ended March 31, 2025*



# Feedback and Engagement Report

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(JAN, FEB, MAR)

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# Feedback and Engagement Report

## Executive Summary

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Customers Served				Sailings Delivered			
Customer Type	Q4 Fiscal 2024	Q4 Fiscal 2025	YOY Change	Service Delivery	Q4 Fiscal 2024	Q4 Fiscal 2025	YOY Change
Foot passengers	776,245	758,368	-2.3%	Total sailings scheduled	47,396	47,462	+0.1%
Vehicle passengers	3,479,341	3,427,959	-1.5%	Total sailings delivered	46,932	46,728	-0.4%
Total passengers*	4,255,586	4,186,327	-1.6%	Cancelled sailings	464	734	+58.2%
Total vehicles	1,913,972	1,916,979	+0.2%	% of sailings cancelled	1.0%	1.6%	+60.0%
				On-time performance <i>Target 88%+</i>	88.7%	90.7%	+2.3%

### Q4 Fiscal 2025 Summary

This quarter, two significant areas stood out in customer feedback and public interest.

The first was the outcome of a years-long process for BC Ferries to move forward with building New Major Vessels, resulting in approval from the independent BC Ferries Commission for only four of the five ferries requested.

This decision will challenge BC Ferries' ability to meet future customer expectations. Over the past year, customers have expressed strong support for increasing capacity and improving reliability through multiple surveys and engagement opportunities. In one survey of 2,000 customers, 95% agreed with the plan to add an additional vessel to the fleet, highlighting the importance of moving forward with investments that improve the travel experience.

By the time the first New Major Vessel arrives in 2029, we believe demand will have outpaced capacity, increasing pressure on our aging fleet and amplifying service impacts as traffic continues to grow.

Fleet age was also a factor this quarter, contributing to several mechanical issues. In early January, the 44-year-old *Queen of Surrey* was out of service for multiple weeks due to a propulsion issue. Mechanical issues also created cascading delays for the refits of three other vessels, resulting in service impacts during the busy spring break period.

BC Ferries will continue to advocate for long-term investment in the ferry system to ensure a reliable and affordable service. This work will continue as part of upcoming performance term discussions with the Province and the Commission, with the next submission anticipated in late 2026 for the 2028–2032 term.

The second major theme this quarter was increased customer interest in how BC Ferries sources goods and services, particularly in the context of tariffs applied by the United States.

Customer comments on this topic rose 71% compared to the same quarter last year, with questions and complaints primarily focused on the use of American-produced goods or services. Currently, about 90% of our spending on materials, supplies and services supports Canadian businesses, including Canadian-based distributors of both domestic and international brands. More broadly, BC Ferries remains committed to meeting customer expectations by supporting local and Canadian suppliers, including a food and beverage program that prioritizes Canadian-sourced dairy, poultry, beef and all alcoholic beverages.

Also this quarter, more than 2,000 customer inquiries focused on our pilot project using Starlink satellite internet, currently being tested for crew use only on select northern vessels. The trial aims to enhance safety and operations by improving connectivity in remote areas where reliable communication is essential. While this pilot is underway, BC Ferries has launched a public request for proposals to identify a long-term satellite connectivity solution that supports modern vessel operations and evolving service needs. The process is open to both Canadian and international providers, and all submissions will be evaluated against published criteria.

Despite the mechanical challenges experienced in Q4, several areas of customer concern – outlined in regional detail below – showed positive trends and improvements year-over-year.

\*Excludes alternative service (e.g. water taxis) delivered in Q4 Fiscal 2025.



# Feedback and Engagement Report

## Executive Summary

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### Customer Service Centre - Key Performance Highlights

**Comments Received** increased from 3,972 in Q4 F2024 to 6,792 in Q4 F2025. This 71% increase was primarily driven by more than 2,000 comments related to the SpaceX Starlink pilot project, with many believing it was intended to provide passenger Wi-Fi on Major routes. In addition, service disruptions caused by mechanical issues, reduced deck space on alternate vessels, delayed vessel refits/drydock availability. The impact of these challenges during the busy spring break period all contributed to higher volumes of customer feedback.

**Abandon Rates** increased in Q4 due to a number of service issues impacting weather or mechanical events which lead to periods of increased call volume. In spite of these events, there is still a reduction in abandon rates YoY and in Average Speed of Answer YoY as a result of reduced employee attrition and successful hiring.

**Call Satisfaction** has increased YoY with less customer impacting incidents and lower wait times to speak to an agent FYTD.

**First Call Resolution** has increased slightly in Q4 as we continue to focus on educating customers on self-serve options where possible.

Customer Service Centre Metrics	Q4 Fiscal 2024	Q4 Fiscal 2025	Change YoY	Target
<b>Customer Complaints</b> Complaints received for every 10,000 customers travelling	5.5	10.4	+4.9	-
<b>Customer Service Centre (CSC) Satisfaction</b> Customers satisfied with their CSC experience	92%	93%	+1%	93%+
<b>Stale Response Resolution</b> Customers who did not receive a response within target (7 days)	<1%	<1%	0%	7 days or less
<b>Average Speed of Call Answer</b> Average wait time before a call is answered (in seconds)	49	90	+84%	240 seconds or less
<b>First Call Resolution</b> % of callers whose issues are resolved on the first call	90.8%	91.4%	+1%	90%+
<b>Call Abandon Rate</b> Avg. % of calls that disconnect prior to being answered	2.2%	4.0%	+82%	7.5% or less

Comments, Inquiries and Phone Calls			
Channels	Q4 Fiscal 2024	Q4 Fiscal 2025	YOY Change
Comments	3,972	6,792	+71%
Phone Calls	82,273	76,035	-8%
<b>Social Media (inbound)</b>	7,118	4,660	-35%
X	3,195	1,577	-51%
Facebook	2,180	1,460	-33%
Instagram	1,668	1,492	-11%
LinkedIn	75	131	+75%

Top Three Complaint Areas	
Major routes (1, 2, 3, 30)	% of all complaints
Amenities	42%
Advanced bookings	16%
Fares/fare errors	14%
Minor routes (All other routes)	% of all complaints
Amenities	34%
Sailings/schedules	14%
Fares/fare errors	14%

# Customer Satisfaction Tracking

## Intercept Surveys

Q4 Fiscal 2025  
(JAN, FEB, MAR)

Customer Satisfaction Tracking intercept surveys do not take place in Q4.

Customer Satisfaction Tracking (CST) Results Summary			
Customer Satisfaction Tracking (CST)	Q4 Fiscal 2024	Q4 Fiscal 2025	Change
Total Surveys Completed	0	0	n/a
Overall Customer Satisfaction Score <i>Target: 4.05+</i>	-	-	n/a
Overall Customer Satisfaction Percentage	-	-	n/a
Net Promoter Score	-	-	n/a

Customer Satisfaction Tracking (CST) scores by route			
Route	Q4 Fiscal 2024	Q4 Fiscal 2025	Change
Route 3	-	-	n/a
Route 30	-	-	n/a
Route 2	-	-	n/a
Route 1	-	-	n/a
Route 5/5a/9	-	-	n/a
Route 4	-	-	n/a
Route 19	-	-	n/a

Service areas with the Largest Changes to CST scores YoY							
Service Areas (increases)	Q2 Fiscal 2024	Q2 Fiscal 2025	Change	Service Areas (decreases)	Q4 Fiscal 2024	Q4 Fiscal 2025	Change
n/a	-	-	n/a	n/a	-	-	n/a
n/a	-	-	n/a	n/a	-	-	n/a
n/a	-	-	n/a	n/a	-	-	n/a

Source: n/a

Source: n/a

**\*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)

# Customer Satisfaction Tracking

## Central and North Coast (Routes 10 and 11)

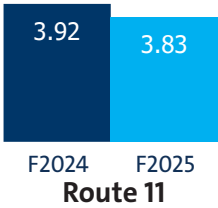
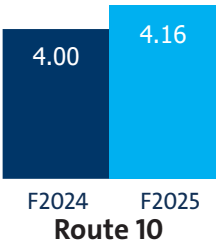
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Customer Satisfaction Tracking data for the Central and North Coast is collected throughout the year via a post-travel survey that is emailed to customers travelling on these routes. This data collection method is used instead of onboard intercepts.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

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

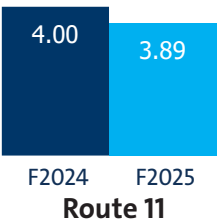
### Overall Satisfaction

Year-over-year comparisons of overall satisfaction scores for Q4 suggest that satisfaction has increased for passengers on Route 10 (+0.16) but decreased on Route 11 (-0.09).



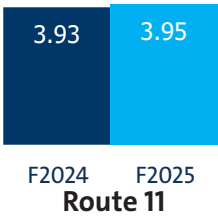
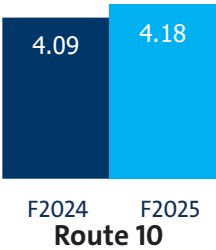
### Terminal Satisfaction

Year-over-year comparisons of terminal satisfaction scores for Q4 suggests that passengers' terminal satisfaction ratings have decreased on both Route 10 (-0.03) and Route 11 (-0.11).



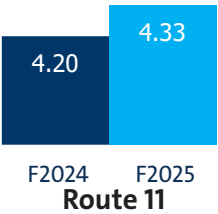
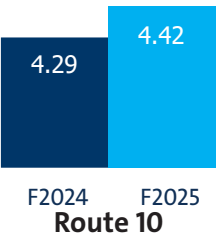
### Onboard Satisfaction

Year-over-year comparisons of onboard satisfaction scores for Q4 suggest that satisfaction has increased for passengers on Route 10 (+0.09) and slightly increased on Route 11 (+0.02).



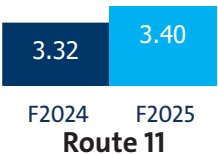
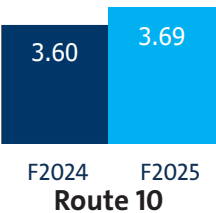
### Safety of Ferry Operations

Year-over-year comparisons of satisfaction levels with safety of ferry operations for Q4 suggest that passengers' rating of safety has increased on both Route 10 (+0.13) and Route 11 (+0.13).



### Value for Money of Fares

Year-over-year comparisons of passenger assessments of value for money of fares for Q4 suggest that passengers' ratings have increased on both Route 10 (+0.09) and Route 11 (+0.08).



# Feedback and Engagement Report

Press releases, media advisories, events

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Press Releases and Media Advisories Issued in Q4		
Date	Description	Link
January 17	<p>Make family memories for less with \$5 child fare</p> <p><i>"BC Ferries is gearing up for a busy travel period as families plan their getaways for the Family Day long weekend. To make travel more affordable, BC Ferries is offering a \$5 child fare for pre-booked reservations on four of its busiest routes: Tsawwassen – Swartz Bay, Tsawwassen – Duke Point, Horseshoe Bay – Departure Bay and Horseshoe Bay – Gibsons – Langdale."</i></p>	<a href="#">Link</a>
January 20	<p>Seascapes Lounge: A new dining experience on BC Ferries</p> <p><i>"Starting this summer, BC Ferries passengers can look forward to an enhanced travel experience with the launch of Seascapes, a new on-board lounge featuring a selection of food and beverage options in a quiet, more relaxed setting."</i></p>	<a href="#">Link</a>
February 4	<p>Let's Connect: help shape the future of engagement with BC Ferries!</p> <p><i>"People in BC are invited to help shape how BC Ferries connects and engages with those it serves. With today's launch of a new survey and the start of in-person community consultations, this initiative aims to design an inclusive engagement framework that reflects the diverse needs of coastal regions and ferry users throughout the province."</i></p>	<a href="#">Link</a>
February 19	<p>Essential infrastructure renewal program at Horseshoe Bay Terminal gets underway</p> <p><i>"As Horseshoe Bay terminal approaches its 65th anniversary, BC Ferries is undertaking a significant infrastructure renewal program to improve on-time performance, enhance the customer experience and ensure continued safe and reliable operations."</i></p>	<a href="#">Link</a>
February 21	<p>BC Ferries reinforces the need to build five New Major Vessels with supplemental filing</p> <p><i>"BC Ferries has submitted a supplemental application to the British Columbia Ferries Commissioner reaffirming that building five New Major Vessels (NMVs) remains the most cost-effective and responsible solution for customers and coastal communities amid rising global economic uncertainty."</i></p>	<a href="#">Link</a>
March 11	<p>Without reliable ferry service, our economy and quality of life suffer</p> <p><i>By Bruce Williams, CEO, Greater Victoria Chamber of Commerce, and Walt Judas, CEO, Tourism Industry Association of BC (TIABC)</i></p>	<a href="#">Link</a>
March 13	<p>Queen of New Westminster returns to service as BC Ferries manages a complex refit season</p> <p><i>"After nearly 200 days out of service for extensive repairs and scheduled maintenance, the 60-year-old Queen of New Westminster will return to service on March 14, just in time for Spring Break."</i></p>	<a href="#">Link</a>
March 19	<p>BC Ferries expands discount fares; adjusts parking, food &amp; fare pricing to support long-term sustainability</p> <p><i>"BC Ferries is expanding savings opportunities for passengers and adjusting fares, parking rates, and food pricing to better match demand and help cover rising operational costs."</i></p>	<a href="#">Link</a>

# Feedback and Engagement Report

Press releases, media advisories, events

Q4 Fiscal 2025

(JAN, FEB, MAR)

Press Releases and Media Advisories Issued in Q4		
Date	Description	Link
March 26	<p>BC Ferries expands service to Departure Bay with new direct sailing from Tsawwassen</p> <p><i>"BC Ferries is making travel between Metro Vancouver and Vancouver Island easier and more convenient this summer with the launch of a direct daily sailing from Tsawwassen to Departure Bay. This provides those travelling to Nanaimo with more flexibility and supports BC Ferries' commitment to improving operational efficiency."</i></p>	<a href="#">Link</a>
March 31	<p>New Major Vessels ruling risks more waiting, less sailing for ferry customers</p> <p><i>"The independent BC Ferry Commission has approved the procurement of four New Major Vessels (NMVs), marking a significant step forward in BC Ferries' long-term fleet renewal plans. With today's decision—which includes not approving a requested fifth vessel—the Commission has also highlighted significant challenges facing the ferry system, primarily the systemic funding gap, that will need to be addressed for customers and communities to benefit from the level of service they expect."</i></p>	<a href="#">Link</a>



# Feedback and Engagement Report

## Customer Experience Initiatives

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Accessibility	
Implementation	Next steps
<ul style="list-style-type: none"> <li>Major terminal foot passenger maps updated and posted on 'Terminal Amenities' webpage. Highlights accessible and all gender washrooms (Horseshoe Bay to be completed after terminal upgrades).</li> </ul>	<ul style="list-style-type: none"> <li>Updating printed Major terminal maps with 'You Are Here' locations to be printed and posted at Major terminals</li> <li>Designing washroom/ elevator out of service signs, to provide more direction to the nearest available washroom or elevator</li> </ul>
Current Conditions Improvements	
Implementation	Next steps
<ul style="list-style-type: none"> <li>Tsawwassen and Langdale cameras replaced</li> <li>Reviewed survey feedback from customers and crew</li> <li>Updated labels to address feedback. Review including Oversize %</li> <li>2nd survey for public feedback updated to validate changes</li> </ul>	<ul style="list-style-type: none"> <li>Upgrading cameras at minor terminals to improve views (Hornby)</li> <li>Upgrading cameras at major terminals (Horseshoe Bay)</li> <li>Implementing oversize % and information to beta experience</li> <li>Monitoring data to determine if Beta site continues or moves to main Current Conditions page</li> </ul>
Terminal Experience	
Implementation	Next steps
<ul style="list-style-type: none"> <li>Major Terminal Foot Passenger Maps updated and posted on Terminal Amenities webpage.</li> <li>Terminal Amenities Webpage Icons updated to consistent branding</li> <li>Summer Readiness sight visits (review CX Journey for gaps)</li> </ul>	<ul style="list-style-type: none"> <li>HSB map to be completed after Terminal upgrades</li> <li>BCF Branded tear off coloring sheets to replace SeaForward activity books</li> <li>Finalize Major Terminal Summer Entertainment plan for long weekends</li> </ul>
Onboard Experience	
Implementation	Next steps
<ul style="list-style-type: none"> <li>Point of Interest – Shearwater and Bella Coola added</li> <li>Pet Experience: Outer deck Pet Area installed on Salish Raven during refit</li> <li>Northern Adventurer and Northern Expedition task analysis completed</li> <li>Hygiene Equity – we now provide free menstrual product in all public and employee women's and All Gender washrooms across the fleet</li> </ul>	<ul style="list-style-type: none"> <li>Point of Interest complete and available on the Northern Seawolf vessel by Spring 2025</li> <li>Outer Pet Area - Salish Eagle and Salish Heron – May 2025</li> <li>Outer Pet area on two Northern vessels – Spring 2025</li> <li>Indoor Pet area audit across all vessels – Summer 2025</li> </ul>

# Customer Relations (ResponseTek)

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

Q4 Fiscal 2025  
(JAN, FEB, MAR)

Total complaints Q4 Fiscal 2024	Total complaints Q4 Fiscal 2025	Complaints per 10,000 passengers (Q4 Fiscal 2024)	Complaints per 10,000 passengers (Q4 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
1,362	1,955 ▲	6.5	9.5	+3.0

### Q4 Summary

In early 2024, BC Ferries began a pilot project with Space X's Starlink to improve onboard connectivity for crew onboard select vessels in areas with poor or no cellular service, particularly on Northern routes.

We received over 2,000 comments from customers across most routes who misunderstood the pilot's purpose, believing it was for passenger Wi-Fi on Major routes. We are now evaluating a full range of affordable and reliable connectivity solutions, including Canadian providers, through an upcoming procurement process.

On February 1, Nanaimo Port Authority doubled their passenger fees from \$0.25 per adult (12 years and older) to \$0.50 and from \$0.15 per child (5-11 years old) to \$0.30. We began collecting the new fees on March 13, for all customers arriving at or departing from Duke Point and Departure Bay terminals.

On February 3, the *Coastal Inspiration* experienced a drive motor failure, resulting in four cancelled round trips on our Tsawwassen – Swartz Bay route. The *Salish Heron* provided two round trips to assist with traffic volumes. Ongoing issues led to the cancellation of all *Coastal Inspiration* sailings from February 3-10. The *Spirit of British Columbia* returned from refit one day early (February 6) and provided service along with the *Spirit of Vancouver Island* until February 11, when it was removed for annual refit. The *Coastal Inspiration* returned to service that same day. Customers affected during this period were contacted and either rebooked or issued a complimentary voucher for future travel.

On February 24, high winds led to the cancellation of the last sailings of the day on routes 1, 2 and 30.

Several unexpected maintenance and refit delays led to service challenges during Spring Break. The *Queen of New Westminster* returned March 14 after nearly 200 days out of service following a propellor failure. The *Queen of Oak Bay* was delayed from its initial February 23 return to March 27 due to shaft alignment issues. These delays postponed refit for the *Spirit of Vancouver Island*, shifting its drydock date to March 17 and return to service date to March 31. Consequently, refit for the *Queen of Surrey* was also delayed.

With the *Spirit of Vancouver Island* out of service March 23-30, the *Queen of New Westminster* covered 16 of 23 impacted round trips on the Tsawwassen – Swartz Bay route. However, some sailings operated with reduced capacity due to vessel size. A total of 1,772 bookings were moved to alternate sailings, and impacted customers were notified by phone and email.

Top three complaint areas			
Theme	% Total Complaints (YoY)	Subtheme	Number of complaints (n) Q4 Fiscal 2025
Amenties	45% ▲ from 6%	U.S. owned amenities/services (Wi-Fi providers)	803
		U.S. owned amenities/services (Coffee brands)	29
		Washroom cleanliness concerns	5
Advanced Bookings	16% ▼ from 29%	Double-charged/overcharged	143
		Customers unhappy with revised/cancelled bookings	36
		Cancellation/change policies unclear/unfair	27
Fares and Fare Errors	11% ▼ from 24%	Fare refund not yet received	57
		Double-charged/overcharged	42
		Incorrect fare charged	26

\*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)

Q4 Fiscal 2025  
(JAN, FEB, MAR)

Total complaints Q4 Fiscal 2024	Total complaints Q4 Fiscal 2025	Complaints per 10,000 passengers (Q4 Fiscal 2024)	Complaints per 10,000 passengers (Q4 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
417	454 ▲	4.2	4.6	+0.4

### Q4 Summary

On January 1, all sailings between Langdale and Horseshoe Bay were cancelled due to a propulsion system issue on the *Queen of Surrey*. Water taxi service was provided until the *Queen of Coquitlam* and *Queen of Cowichan* could assume service later that afternoon. Despite initial repair attempts, the *Queen of Surrey* was removed from service to undergo repairs in drydock. The vessel returned to service on February 7, with the *Queen of Cowichan* and *Queen of Coquitlam* providing service in the interim.

On February 2, the *Queen of Capilano* made contact with the Snug Cove dock during departure resulting in some damage to the marina dock and tied-up vessels near by. Although no significant vessel damage was initially reported, a pitch control issue later in the morning led to the cancellation of seven round trips. During this time, two 12-person water taxis provided temporary service. Sailings resumed in the evening, and we are working with affected dock and boat owners regarding any damage incurred.

High winds and heavy snow overnight on February 3 damaged the Snug Cove floating dock, discovered on the morning of February 4. The dock was misaligned and the starboard wingwall was displaced and damaged, resulting in all sailings cancelled from February 4-6. Service was maintained through a mix of complementary water taxis; two 12-person water taxis initially supplemented by two additional 12-person and one 38-person water taxi during peak periods. The *Queen of Capilano* resumed regular service the evening of February 6. Customers who used water taxi service were reimbursed for parking at Horseshoe Bay terminal.

Originally scheduled for February 24 – April 4, refit for the *Queen of Surrey* was rescheduled to March 27 – May 5 due to cascading impacts from other vessel delays, notably the *Queen of New Westminster* and the extended refit of the *Queen of Oak Bay*.

Langdale sailings continue to show a higher incidence of No-Show fees compared to other bookable routes. This is often due to customers not identifying themselves as having a reservation, and staff not redeeming reservations when there are no sailing waits. We review individual claims and refund fees when appropriate.

### Top three complaint areas

Theme	% Total Complaints (YoY)	Subtheme	Number of complaints (n) Q4 Fiscal 2025
Amenties	28% ▲ from 3%	U.S. owned amenities/services (Wi-Fi providers)	119
		U.S. owned amenities/services (Coffee brands)	4
Fares and Fare Errors	25% ▼ from 39%	No-show fee charged in error	55
		Incorrect fare charged	22
		Double-charged/overcharged	9
Sailings/ schedules	10% ▼ from 13%	Sailing waits/ delays (frequency of delays and waits)	12
		Cancelled sailings	11
		Dislikes current schedule	8
		Unable to make connections	8

\*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)

Q4 Fiscal 2025  
(JAN, FEB, MAR)

Total complaints Q4 Fiscal 2024	Total complaints Q4 Fiscal 2025	Complaints per 10,000 passengers (Q4 Fiscal 2024)	Complaints per 10,000 passengers (Q4 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
228	226 ▼	3.2	3.2	0.0

### Q4 Summary

In addition to comments about the Starlink pilot project, we received feedback regarding the sale of Starbucks coffee. Approximately 90% of our spending on materials, supplies and services supports Canadian businesses, including Canadian-based distributors who supply both domestic and international brands. Canterbury Coffee, a Canadian company, is the fleet-wide standard across all vessels. On ships with a single food outlet, such as the Salish class, Canterbury is the only coffee served. Starbucks is offered only on larger vessels with multiple food outlets, providing customers with a choice. Our Starbucks coffee served on board is supplied through Nestlé and distributed by Sysco Canada, a national Canadian distributor.

We remain committed to supporting local and Canadian suppliers, with a food and beverage program that prioritizes Canadian-sourced dairy, poultry, beef, and all alcoholic beverages.

Customers continued to report frustration with delays across the Southern Gulf Islands. These routes face unique challenges due to the multi-stop nature of sailings, berth congestion during peak periods, and the need to wait for transfer traffic in some cases. Our schedules are designed to balance efficiency with service delivery, and every effort is made to ensure customers reach their destination as close to the scheduled time as possible.

Top three complaint areas			
Theme	% Total Complaints (YoY)	Subtheme	Number of complaints (n) Q4 Fiscal 2025
Amenties	31% ▲ from 4%	U.S. owned amenities/services (Wi-Fi providers)	61
		U.S. owned amenities/services (Coffee brands)	5
Sailings/ schedules	15% ◀▶ from 15%	Sailing waits/ delays (frequency of delays and waits)	14
		Unable to make connections	5
		Cancelled sailings	4
Fares and Fare Errors	15% ▼ from 22%	Incorrect fare charged	11
		Double-charged/overcharged	6
		Experience™ Card issue	4

\*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)

Q4 Fiscal 2025  
(JAN, FEB, MAR)

Total complaints Q4 Fiscal 2024	Total complaints Q4 Fiscal 2025	Complaints per 10,000 passengers (Q4 Fiscal 2024)	Complaints per 10,000 passengers (Q4 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
57	112 ▲	1.4	2.8	+1.4

Q4 Summary

While overall feedback levels in the Northern Gulf Islands region were low in Q4 Fiscal 2025, some customers expressed concern over recent changes to the public engagement process, particularly with the April 30 conclusion of the Ferry Advisory Committees (FACs). Several former FAC members contacted us through new roles within local community groups to share feedback and advocate for future service planning. A number of these inquiries focused on Route 21 and 22. We confirmed the long-term plan is for the Quinitsa to operate on Route 21 year-round beginning in 2027.

On December 16, 2024, one of the fire monitors on the *Baynes Sound Connector* went out of service. During high wind conditions, this reduced vehicle deck space by 2-13 AEQ, depending on severity. The monitor was fully replaced February 4.

On February 12, the *Island K’ulut’a* experienced a loss of propulsion on the #1 thruster while operating on the Campbell River-Quadra Island route. Several sailings were cancelled in the afternoon. The *Island Nagalis* provided service during this time, and the *Island K’ulut’a* returned to service that evening.

Severe weather events in February and March resulted in the cancellation of more than 100 sailings across Routes 22, 23, and 24, with the most significant disruptions occurring on February 22 and March 19.

Top three complaint areas

Theme	% Total Complaints (YoY)	Subtheme	Number of complaints (n) Q4 Fiscal 2025
Amenities	38% ▲ from 4%	U.S. owned amenities/services (Wi-Fi providers)	32
		Increase access to terminal washrooms	8
Sailings/ schedule	18% ▼ from 26%	Dislikes current schedule	5
		Unable to make connections	4
		Cancelled sailings	3
Fares and Fare Errors	11% ▼ from 21%	Incorrect fare charged	4
		Experience™ Card issue	4

\*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)

Q4 Fiscal 2025  
(JAN, FEB, MAR)

Total complaints Q4 Fiscal 2024	Total complaints Q4 Fiscal 2025	Complaints per 10,000 passengers (Q4 Fiscal 2024)	Complaints per 10,000 passengers (Q4 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
57	91 ▲	15.9	25.7	+9.8

Q4 Summary

Similar to other regions, we received customer feedback expressing concern about the use of Starlink.

On March 8, the *Northern Adventure* experienced a mechanical issue with the starboard engine en route to Port Hardy. The vessel completed its journey at reduced speed, and following investigation by on board engineers, sailings were cancelled for the remainder of the day, as well as March 9 and 10. These included sailings from Port Hardy – Prince Rupert and Prince Rupert – Skidegate round trip. Repairs were completed ahead of schedule, allowing the *Northern Adventure* to resume service the night of March 9 with a revised Port Hardy – Prince Rupert schedule. The vessel returned to its regular schedule on the evening of March 10, departing Prince Rupert-Skidegate.

Customers were reimbursed for hotel stays and other expenses directly related to the service disruption.

In March, both the elevator and stair lift on board the *Northern Adventure* went out of service while the vessel was operating on the Port Hardy – Prince Rupert and Prince Rupert – Skidegate (Haida Gwaii) routes. With the *Northern Expedition* in refit, the *Northern Adventure* provided service on both routes throughout March and April.

Despite multiple repair attempts, the elevator remained out of service into early May. The stair lift could not be repaired and procurement is underway for a full replacement. The elevator was successfully returned to service in early May, though access to Deck 7 remains unavailable. The availability of replacement parts remains a challenge due to the original manufacturer no longer being in business.

Customers with accessible needs were asked to contact BC Ferries to make individualized travel arrangements. Crew support was provided for customers able to navigate stairs with assistance. The elevator outage and available supports were communicated to booked customers directly and via Service Notices on the website.

While the *Northern Sea Wolf* was undergoing refit, alternate service operated from March 14 to May 16 between Bella Coola – Ocean Falls – Shearwater – Bella Bella. A tug and barge system, along with water taxi service, was used to maintain connectivity for communities. Reservations were required for this alternate service and customers were informed of the different departure and arrival times for the two vessels, due to different speeds.

Top three complaint areas			
Theme	% Total Complaints (YoY)	Subtheme	Number of complaints (n) Q4 Fiscal 2025
Amenities	35% ▲ from 4%	U.S. owned amenities/services (Wi-Fi providers)	30
Advanced bookings	16% ▼ from 30%	Improve email communications	4
		Double-charged/overcharged	3
Fares and Fare Errors	11% ▼ from 30%	Fare refund not yet received	3

\*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.

### Background

In November 2024, BC Ferries announced the retirement of the process on April 30, 2025.

FAC small group workshops are being held to inform the new model, in addition to local and provincial government briefings are ongoing.

External engagement started in early February through to mid-March, 2025. The new model was implemented starting May 1, 2025.

### Retiring Ferry Advisory Committees

- 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
- Southern Sunshine Coast
- Tri-Islands (Port McNeil/ Sointula/ Alert Bay)

### Our Commitment to Engagement with Coastal Communities

We believe that engagement with staff, interest holders, passengers, community members and government leaders, including First Nations, results in better decisions, and can create solutions to challenges we may not have otherwise considered.

We are committed to:



#### Involving

Involving our customers, the First Nations and coastal communities we serve and our employees in the decisions that impact them whenever possible.



#### Listening

Listening carefully to what we hear and considering all feedback, alongside safety, financial, operational environmental and other requirements as we make our decisions.



#### Responding

Responding to what we hear by being open to adapting our engagement efforts as we go, and by showing how engagement input has influenced our decision-making process.

# Community Engagement

## Meetings and Themes

Q4 Fiscal 2025  
(JAN, FEB, MAR)

In Q4 Fiscal 2025, the following community engagements took place:

Date	Activity
January 6	Follow up discussion with Salt Spring Island FAC Chair on Let's Connect
January 8	Let's Connect: Shaping Future Engagement – FAC Session # 1
January 9	Let's Connect: Shaping Future Engagement – FAC Session # 2 and #3
January 13	Best Practice Research: Centre for Dialogu
January 15	Let's Connect: Shaping Future Engagement – Mayors Session # 1
January 15	Let's Connect: Shaping Future Engagement – Local community leaders Session #1
January 15	Let's Connect: Shaping Future Engagement – Local community leaders Session
January 29	Let's Connect: Shaping Future Engagement – Local community leaders Session #3
January 30	Let's Connect: Shaping Future Engagement – Mayors Session #2
January 30	Let's Connect: Shaping Future Engagement – Local community leaders Session #4
February 4 - March 14	Let's Connect: Shaping Future Engagement – In person pop-ups at terminals and on vessels: 24 terminal events and 60 sailings
March 3	Best Practice Research: Transportation Investment Corporation
March 4	Best Practice Research: Translink
March 10	Best Practice Research: Port Authority
March 11	Let's Connect: Shaping Future Engagement – Local community leaders session #5
March 12	Let's Connect: Shaping Future Engagement – Islands Trust Presentation and Workshop
March 19 - 26	Let's Connect: Shaping Future Engagement – Business Focus Group #1 - 6

In Q4 Fiscal 2025, discussions with communities included the following key themes:

### NEW ENGAGEMENT FRAMEWORK PROCESS – LET'S CONNECT: SHAPING FUTURE ENGAGEMENT

In November 2024, a process to enhance the future of ferry system engagement was announced. This new era of engagement is aimed at strengthening relationships with coastal communities, enhancing travellers' trust, and meeting the public interest.

In Q4, we conducted in-depth research and sought input from diverse groups to develop BC Ferries' new engagement framework. Our thorough and inclusive process ensured the new framework reflects the needs and priorities of communities, local governments, First Nations, BC Ferries staff, and other interest holders. Feedback gathered through this process was carefully considered alongside best practice research, internal assessment and available resources, to shape future BC Ferries engagements.

This included collaborating with outgoing FACs, community residents, ferry users, local governments and MLAs, First Nations, and other interested and impacted groups to create a more inclusive and responsive engagement model, which is took effect on May 1, 2025.

A detailed summary of the public feedback is available in the [engagement summary report](#).

In Q4 Fiscal 2025, the following community engagements took place:

Date	Activity
January 14	Descanso Bay – Nanaimo Harbour Terminal Project update (invitees included: Regional District, Islands Trust, MLA, School District, Fire Chief, Chamber of Commerce, Transit, FAC Chair)
January 22	Island Health – Interisland route connection for nurses and medical professionals
January 24	Descanso Bay – Nanaimo Harbour Terminal Project update with MLA Malcolmson
February 19	Tri-Islands community leaders - Vessel refit and schedule conversations
February 25	Crofton –Vesuvius Terminal Project update with Municipality of North Cowichan
March 14	Bowen Island Terminal Tour (invitees included Bowen Island Municipality members, FAC, Transportation, Tourism)

In Q4 Fiscal 2025, discussions with communities included the following key themes:

## PROJECT PLANNING

A series of in-person and online meetings were held with interested and affected groups that were aimed at understanding needs and impacts, as well as providing updates on the current stage of projects for their communities. These discussions facilitated direct involvement as part of the planning process and allowed participants to discuss and identify their needs for consideration in project planning.

Community Engagement Activities in Q4 Fiscal 2025 included:

Denman West Terminal - Berth 2 Life Extension Project	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform community of repair activities to the timber trestle at the Denman Island West terminal, possible noise around terminal, and benefits of project including increased vehicle load limit on the trestle</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Communication to neighbours through direct mail and posting Service Notices on bcferries.com for travellers and community</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Increase the vehicle load limit of Berth 2 (up to 63,500kg) to improve operational performance</li> <li>Possible noise disruptions during work</li> <li>No impact to service during work</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Completion of work</li> </ul>

## Community Engagement Activities in Q4 Fiscal 2025 included:

Heriot Bay – Whaletown: Terminal Upgrades	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform local neighbours of Heriot Bay, local community and government leaders on upcoming project work, including timelines, scope of project work, impact on service, and initial draft of alternate service plans</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Conversations with neighbours of Heriot Bay Terminal, local government, Klahoose Nation, to discuss construction areas around the terminal and what to expect during work</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Alternate service plan updates based on feedback received</li> <li>Timelines of project work</li> <li>Approval process</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Continue conversations with the community, including neighbours at Heriot Bay Terminal, health services, Regional Districts and commercial users.</li> <li>Host in-person events to update information on project timelines, plans and alternate service during berth closure</li> <li>Provide an update on the project and the alternate service plans in broader community update through <a href="https://bcferriesprojects.ca/heriot-bay-whaletown-tp">bcferriesprojects.ca/heriot-bay-whaletown-tp</a></li> </ul>

Crofton Terminal Updates	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform interest holders on updates to berth work plans and project progress</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Meet with commercial users of the route to understand needs and possible impacts and mitigations for project planning</li> <li>Meet with local community leaders, businesses and interest holders to provide update on project timelines and scope</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Timelines of project work</li> <li>Possible impacts and mitigation considerations</li> <li>Project scope</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide updates to the interest and impacted groups as project scope and timelines are confirmed</li> <li>Begin broader conversations once project approvals have been obtained</li> </ul>



## Community Engagement Activities in Q4 Fiscal 2025 continued:

Swartz Bay Terminal	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform travellers, neighbours and local community via monthly communication on updates of project work and timelines</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Information shared via projects page, and through direct communication with Lands End Residents Association (LERA)</li> <li>Project page updates</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Possible noise around terminal</li> <li>Completion of Swartz Bay Berth 5 work</li> <li>Lands End building work</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide monthly updates on project page and to LERA as work progresses</li> </ul>

Departure Bay Terminal	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform neighbours via direct letter and broader ferry users via Service Notice of project work and timeline</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Letters mailed to homes</li> <li>Service Notice posted</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Possible noise around terminal</li> <li>Scope of work</li> <li>No impact to service</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide updates via Service Notice</li> </ul>

Mill Bay and Brentwood Bay Terminal	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform neighbours via direct letter and broader ferry users via Service Notice of project work and timelines</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Letters mailed to homes</li> <li>Service Notice posted</li> <li>Conversations with local Nation and Businesses</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Possible noise around terminal</li> <li>Scope of work</li> <li>No impact to service</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide updates via Service Notice and direct conversations</li> </ul>

We strive to advance truth and reconciliation by engaging coastal First Nations whose rights and interests may be impacted by our proposed projects and operations; seeking ways to avoid or minimize any adverse impacts.

**In Q4 Fiscal 2025, Indigenous Relations activities included engagement on the following projects and activities:**

Project	Description
<b>Crofton life extension repair and lay-by berth</b>	<ul style="list-style-type: none"> <li>Continued to update Halalt First Nation on decreased scope, geotechnical investigations and archaeological permitting</li> </ul>
<b>Departure Bay berths 1, 2 &amp; 3</b>	<ul style="list-style-type: none"> <li>Intensive engagement with Snuneymuxw First Nation to explore project mitigations</li> </ul>
<b>Heriot Bay &amp; Whaletown berth rebuilds</b>	<ul style="list-style-type: none"> <li>Continued engagement with Klahoose First Nation on supports for an alternate service plan for when berths are unavailable, including a site visit in May 2025</li> </ul>
<b>Horseshoe Bay</b>	<ul style="list-style-type: none"> <li>Continued outreach to Squamish Nation, Musqueam Nation, Tsleil-Waututh Nation, Snuneymuxw First Nation, and shíshálh Nation to begin engagement on a large upcoming program of construction</li> </ul>
<b>Mill Bay &amp; Brentwood Bay life extension repairs</b>	<ul style="list-style-type: none"> <li>Continued engagement with Malahat Nation on upcoming repairs and archeological permitting, including notification for when contractors would be on site to begin work</li> </ul>
<b>Nanaimo Harbour &amp; Gabriola Island life extension repairs</b>	<ul style="list-style-type: none"> <li>Continued engagement to encourage participation of Snuneymuxw First Nation and to seek to address the Nation's requests</li> </ul>
<b>Sointula trestle life extension and shoreline remediation</b>	<ul style="list-style-type: none"> <li>Outreach to Kwakiutl First Nation on project scope and the potential for cultural monitoring, including a site visit in scheduled for May 2025</li> </ul>
<b>Vesuvius life extension repair</b>	<ul style="list-style-type: none"> <li>Continued to engage with Quw'utsun Nation, as led by Lyackson First Nation, on decreased scope and archaeological and environmental concerns, including a site visit in December</li> </ul>
<b>Village Bay berth 1 repairs and shore stabilization</b>	<ul style="list-style-type: none"> <li>Updates to Lyackson First Nation on decreased scope and archaeological concerns and discussions with Tsartlip First Nation, with a focus on solutions to erosion concerns, including a site visit in December 2024</li> </ul>
<b>Swartz Bay berth 5 rock removal</b>	<ul style="list-style-type: none"> <li>Engagement with the WSÁNEĆ Nations on project scope and the potential for cultural monitoring</li> </ul>

# Indigenous Relations

## Outreach and Relationship-Building

Q4 Fiscal 2025  
(JAN, FEB, MAR)

In Q4 Fiscal 2025, Indigenous relations outreach and relationship building activities included:

First Nation/ Tribe	Description
<b>Malahat First Nation</b>	• Protocol Agreement; community priorities Route 12
<b>Tsartlip First Nation</b>	• Protocol Agreement, community priorities Routes 1, 5,9,12
<b>Tseycum First Nation</b>	• Community priorities overview Routes 1, 5,9,
<b>Penelakut First Nation</b>	• Support emergency response, scheduling solutions Route 20
<b>Snuneymuxw First Nation</b>	• Protocol Agreement, community priorities, support vessel naming Routes 2, 30, 19
<b>Tsawwassen First Nation</b>	• Jointly developed Causeway Access Management Plan Route 1,9 30
<b>Musqueam Nation</b>	• Support new motor vessels (major routes)
<b>Tsleil-Waututh Nation</b>	• Support new motor vessels (major routes)
<b>Shishalh Nation</b>	• Language, culture permit process Route 7
<b>We Wai Kai First Nation</b>	• Support vessel naming Route 23
<b>Wei Wai Kum First Nation</b>	• Support vessel naming Route 23
<b>Namgis First Nation</b>	• Support vessel refit notifications, scheduling and capacity options and solutions Route 25
<b>Heiltsuk Nation</b>	• Scheduling, travel policy, support point of interest Route 28A
<b>Nuxalk Nation</b>	• Support point of interest Route 28, 28A
<b>Kitasoo/Xai'xais Nation</b>	• Scheduling, travel policy Route 28A
<b>Skidegate Band</b>	• Flag raising ceremony logistics Route11
<b>Council of the Haida Nation</b>	• Flag raising ceremony logistics Route 11

# Appendix A

## Definition of Terms

Q4 Fiscal 2025  
(JAN, FEB, MAR)

<b>Controllable Cancellations</b>	Sailings cancelled due to controllable events such as loading procedure or fueling.
<b>First Call Resolution (FCR)</b>	The rate at which customers call back within the same day.
<b>Fleet Reliability Index</b>	Percentage of scheduled sailings that are not cancelled due to controllable events.
<b>n</b>	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.
<b>Net Promoter Score (NPS)</b>	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.
<b>On-Time Performance</b>	Percentage of scheduled sailings that depart or arrive within 10 minutes of the scheduled time, as applicable.
<b>Stale Response Resolution</b>	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.
<b>Uncontrollable Cancellations</b>	Scheduled sailings cancelled due to uncontrollable events such as inclement weather or medical emergencies.
<b>YoY</b>	Year over Year

# Appendix B

## Routes and Terminals by Region

Q4 Fiscal 2025  
(JAN, FEB, MAR)

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	Salt Spring Island - Swartz Bay
Route 5	Swartz Bay - Southern Gulf Islands
Route 6	Salt Spring Island - Crofton
Route 9	Tsawwassen - Southern Gulf Islands
Route 12	Brentwood Bay - Mill Bay
Route 19	Nanaimo - Gabriola Island
Route 20	Chemainus - Thetis Island - Penelakut Island

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