

# Highlights from Southworth Fast Ferry Pre-Launch Survey

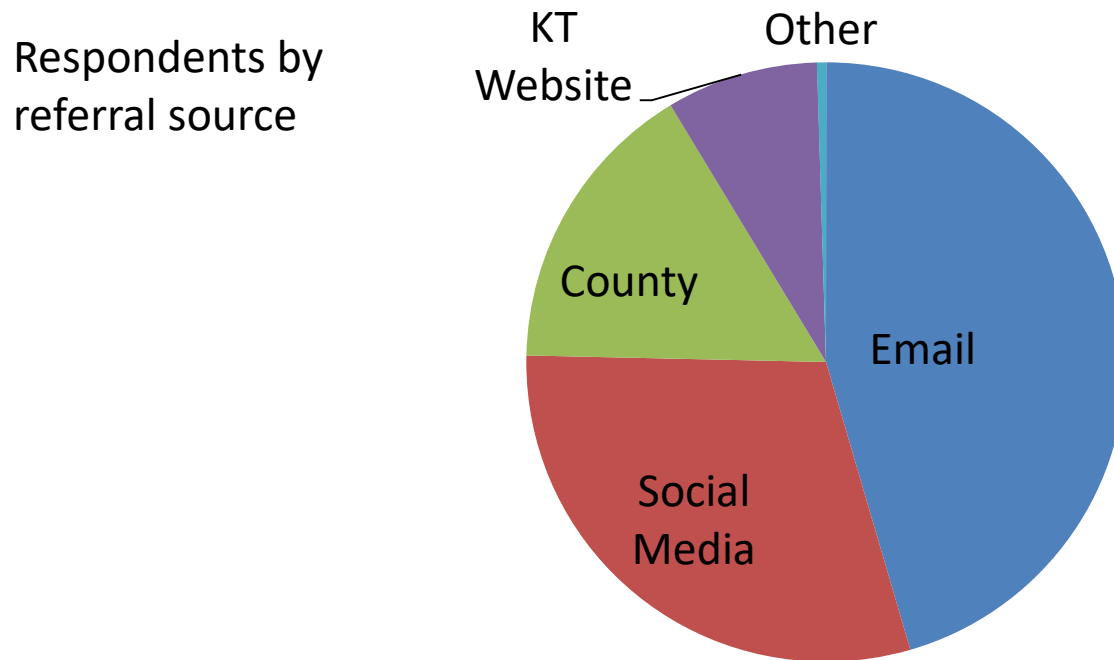
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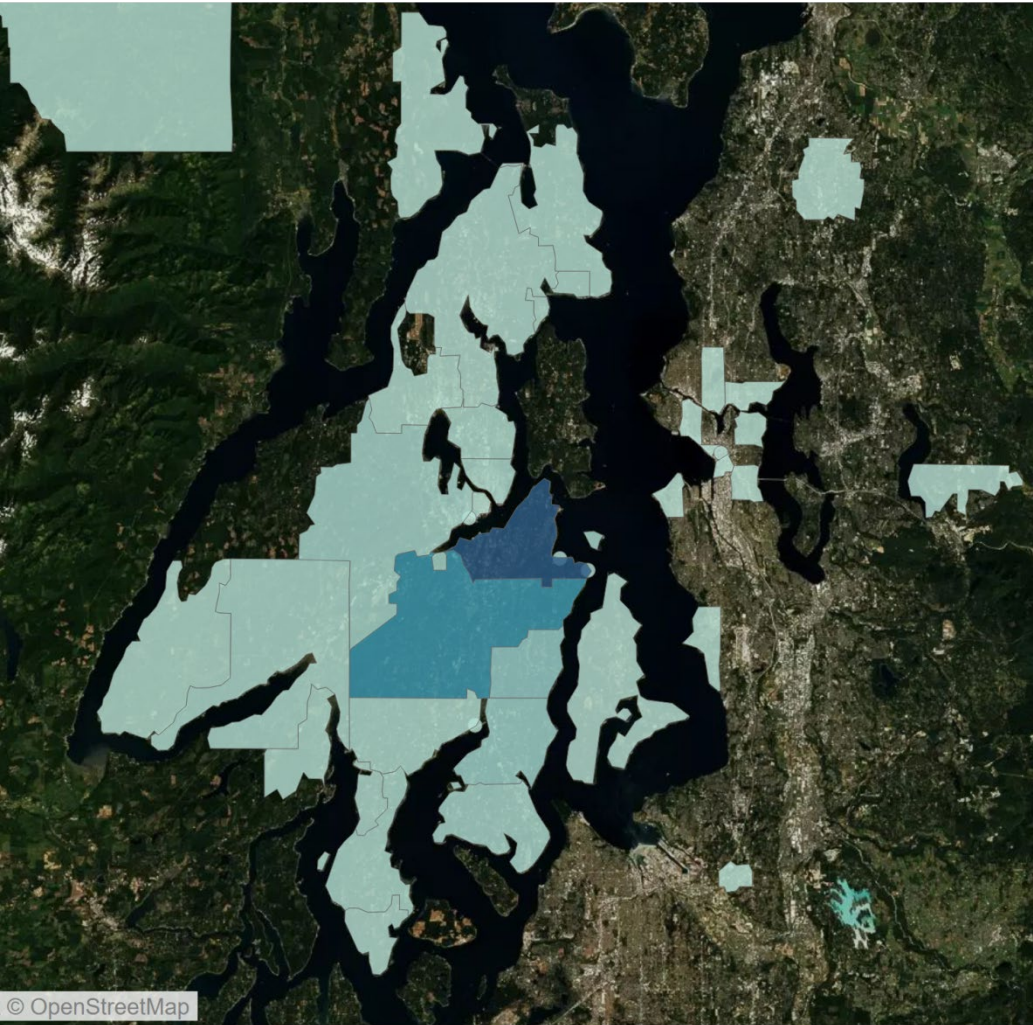
May 8, 2020

# Background

- Survey open March 4 through March 31
- 1,225 responses, with 90% completion rate



# Respondents



## Top ZIP codes:

- 98366: 489 respondents
- 98367: 287
- 98359: 56
- 98332: 37 (Purdy to Gig Harbor)

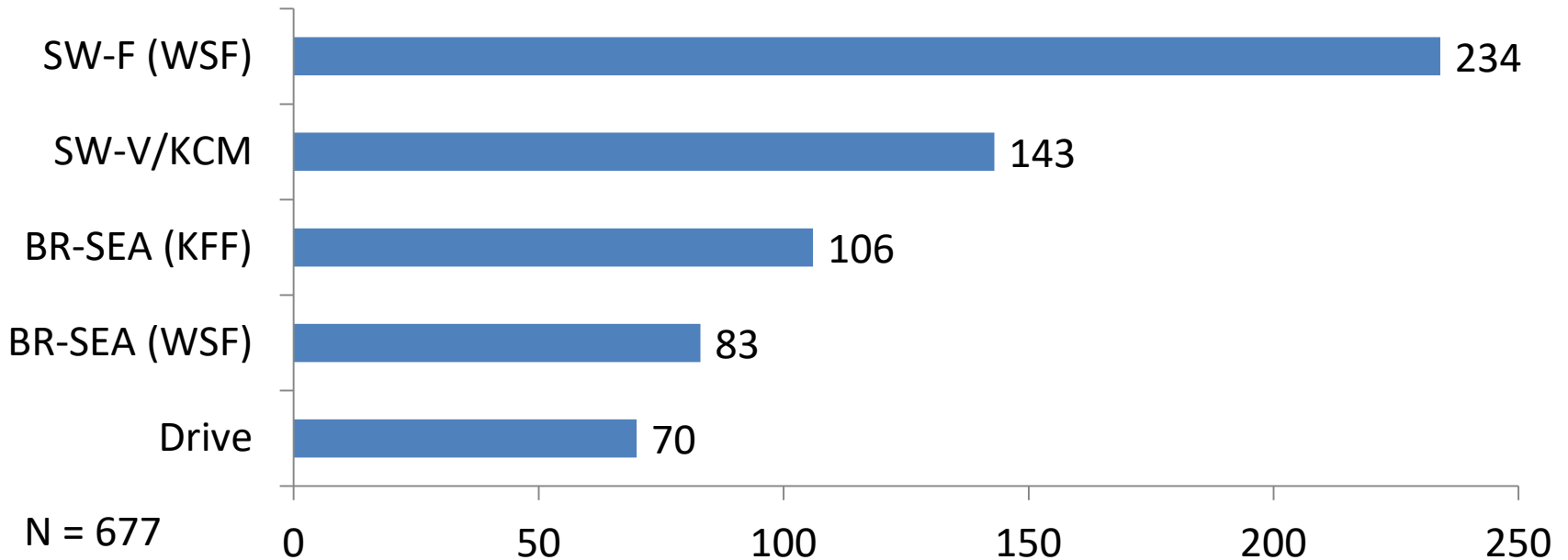
## In which region do you live?

- South Kitsap – 79% (874)
- Pierce County – 8% (87)
- Central Kitsap – 7% (80)
- King County – 2% (19)
- Mason County – 1% (10)

## Ride a cross-sound ferry...

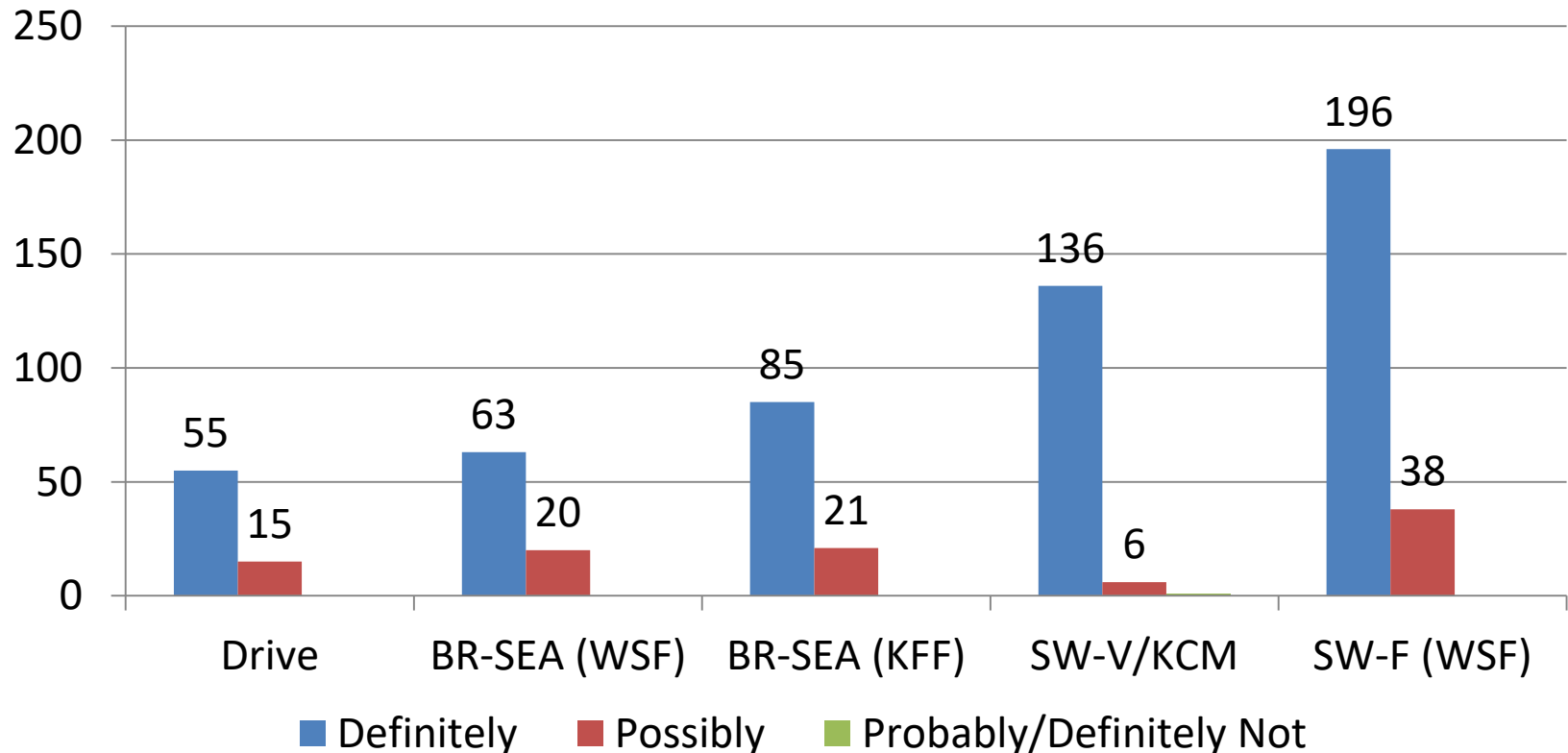
- 3x or more a week – 47% (517)
- 1x-2x a week – 11% (124)
- < 1x a week – 19% (207)
- < 1x a month – 21% (228)

# When commuting to Seattle, how do you typically reach Seattle now?



# Switching to Southworth Fast Ferry

Crosstab: Do you plan to use the KT Fast Ferry service between Southworth and Seattle?  
When commuting to Seattle, how do you typically reach Seattle now?



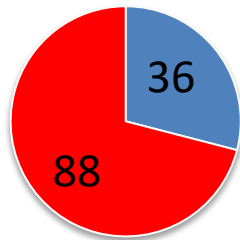
An additional 14 prospective fast-ferry riders said they currently do not travel to downtown Seattle, while 27 prospective users responded they use a combination of services to reach Seattle now.



# Passholder status & Frequency of ferry travel

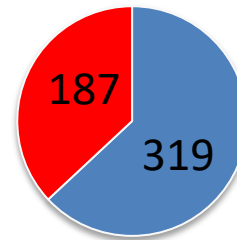
Does your employer provide you with a transit pass?

**Less than once a month**



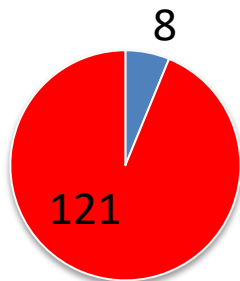
■ Yes  
■ No

**3 or more times a week**



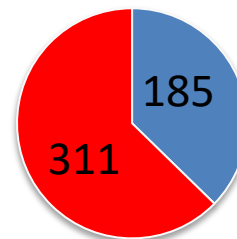
Do you or your employer (on your behalf) purchase a regional pass (i.e. PugetPass)?

**Less than once a month**



■ Yes  
■ No

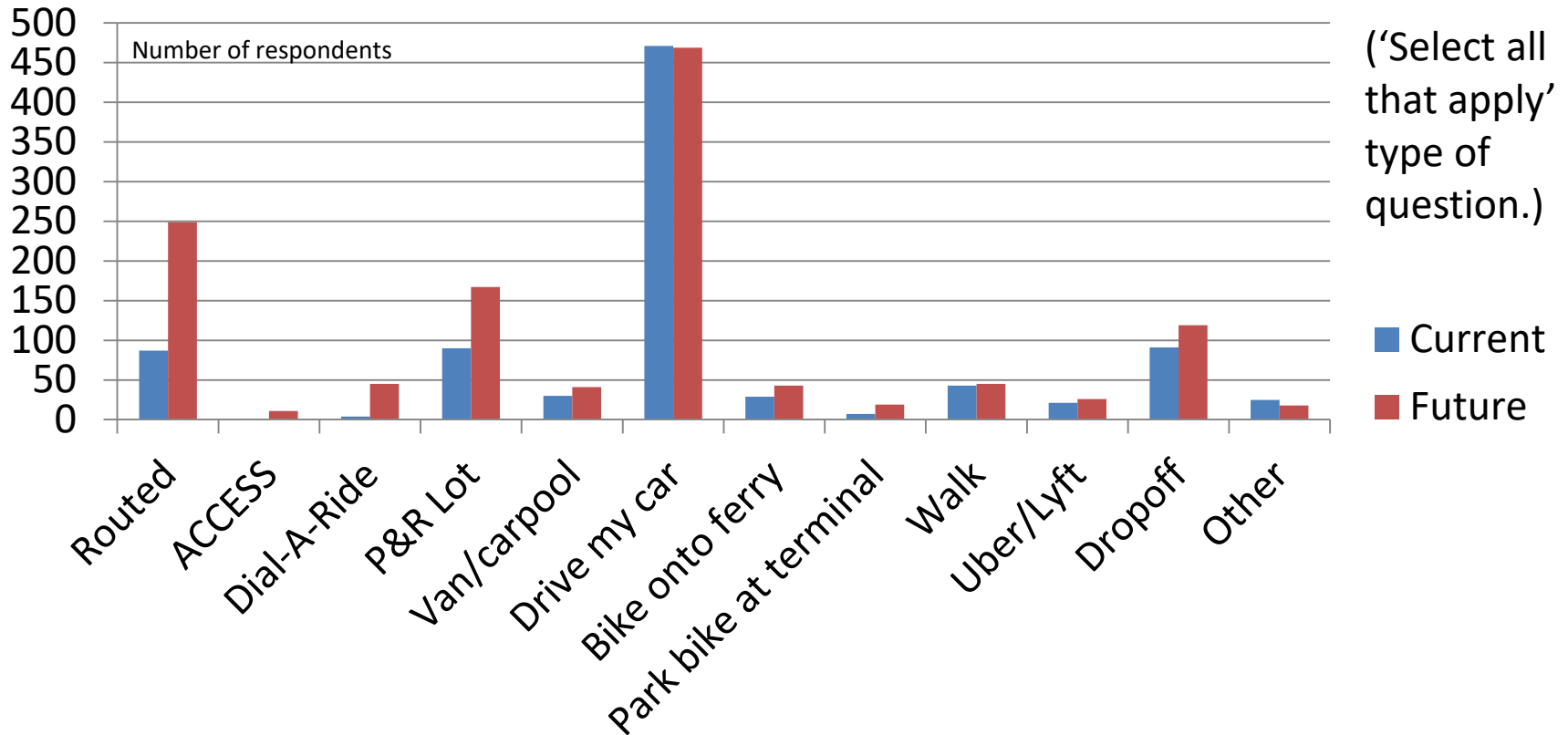
**3 or more times a week**



# Getting to SW Ferry Terminal Weekdays

How do you currently get FROM your home TO the SW Ferry Terminal in the AM, most of the time?

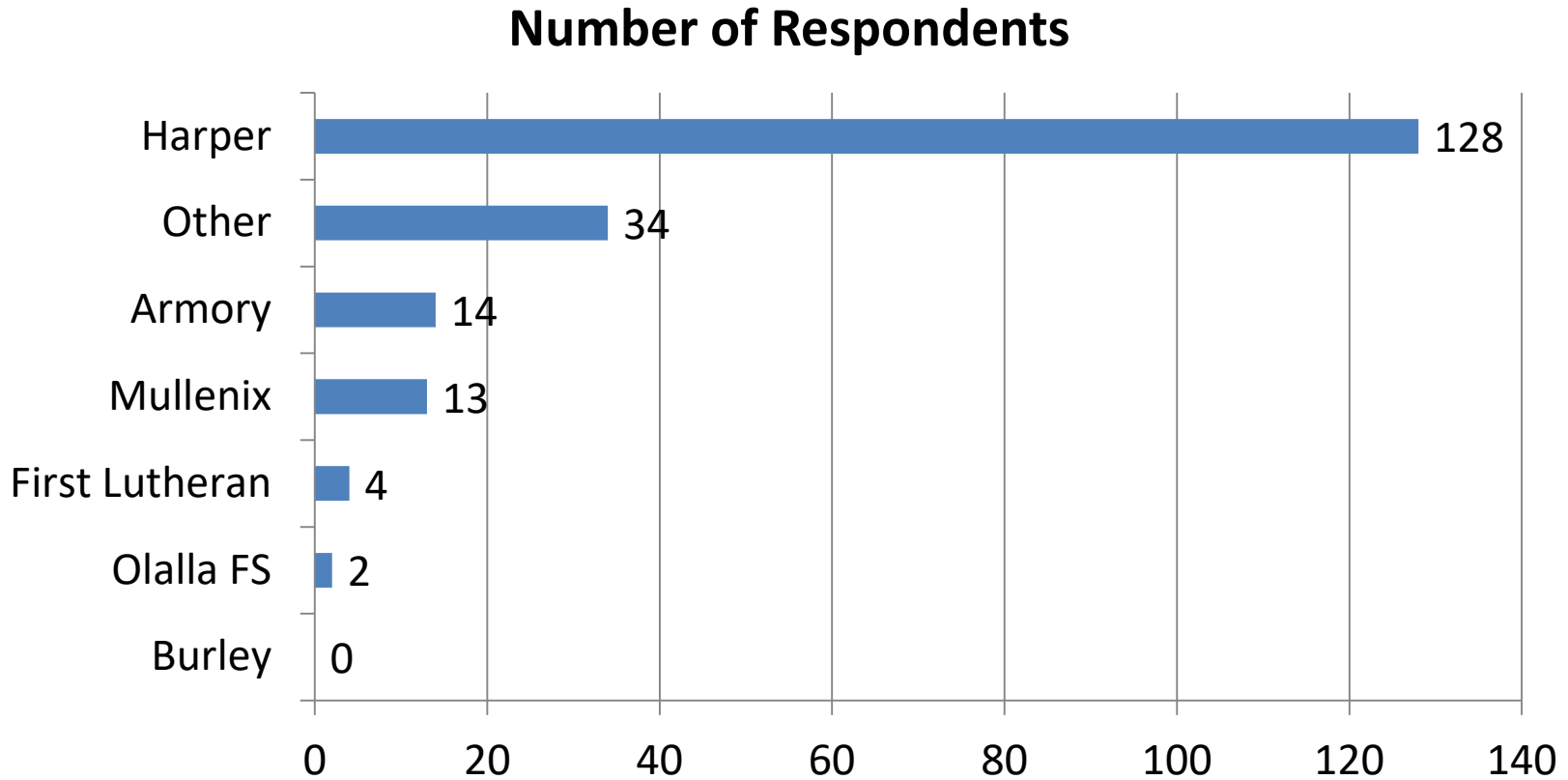
Once SW FF service starts, how do you plan to get FROM your home TO the SW Ferry Terminal in the AM?



Note: 249 respondents said they plan to use Routed buses once fast-ferry service starts. Of these, 149 also selected ‘Drive my vehicle,’ 94 selected ‘Use a park & ride,’ and 46 selected ‘Ask a friend to dropoff.’ One interpretation is that these 249 respondents would like to ride transit but also have the ability to drive their vehicle to the ferry terminal; another possibility is that they might ride transit on one segment of their trip itinerary and get a ride in a personal vehicle on another segment.



# Park & Ride current usage



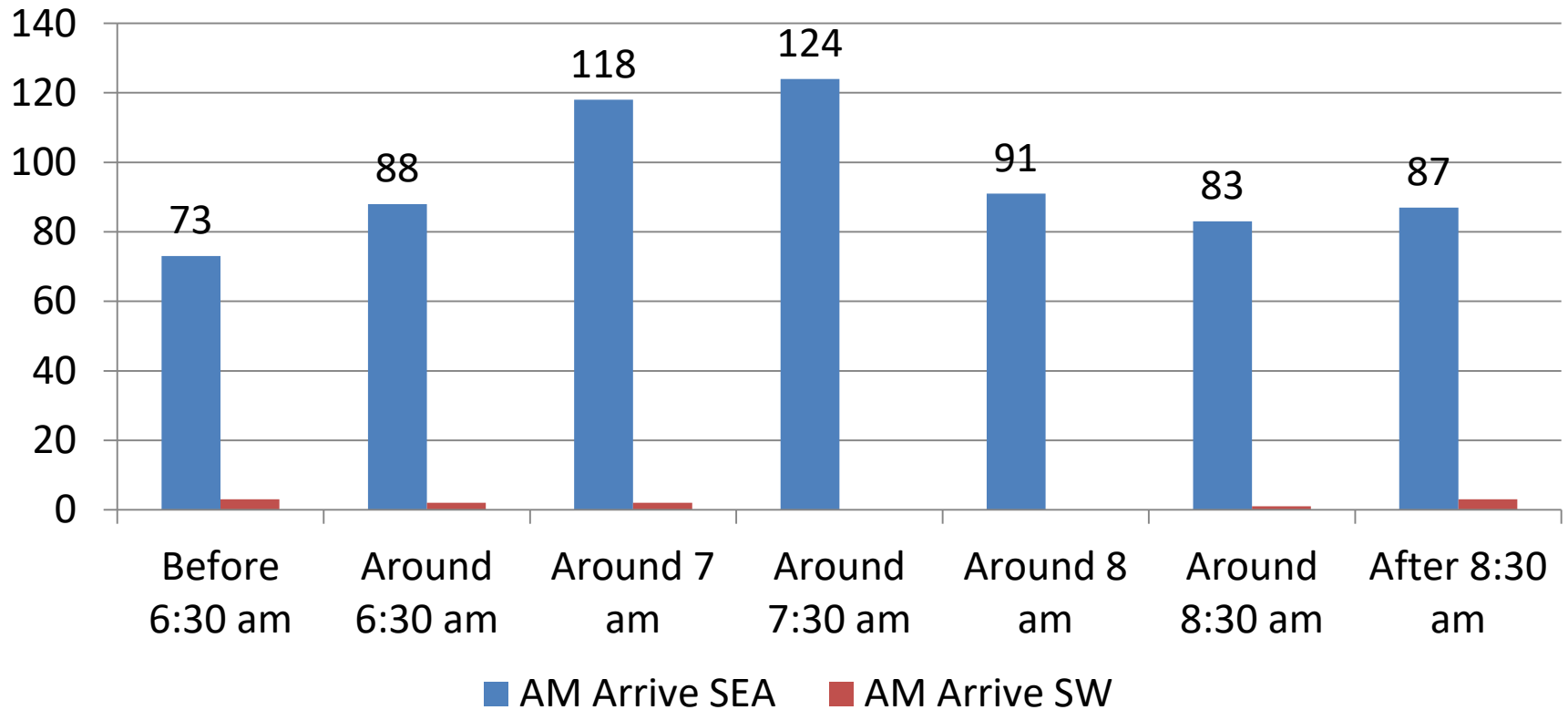
N = 195

Not applicable (482)

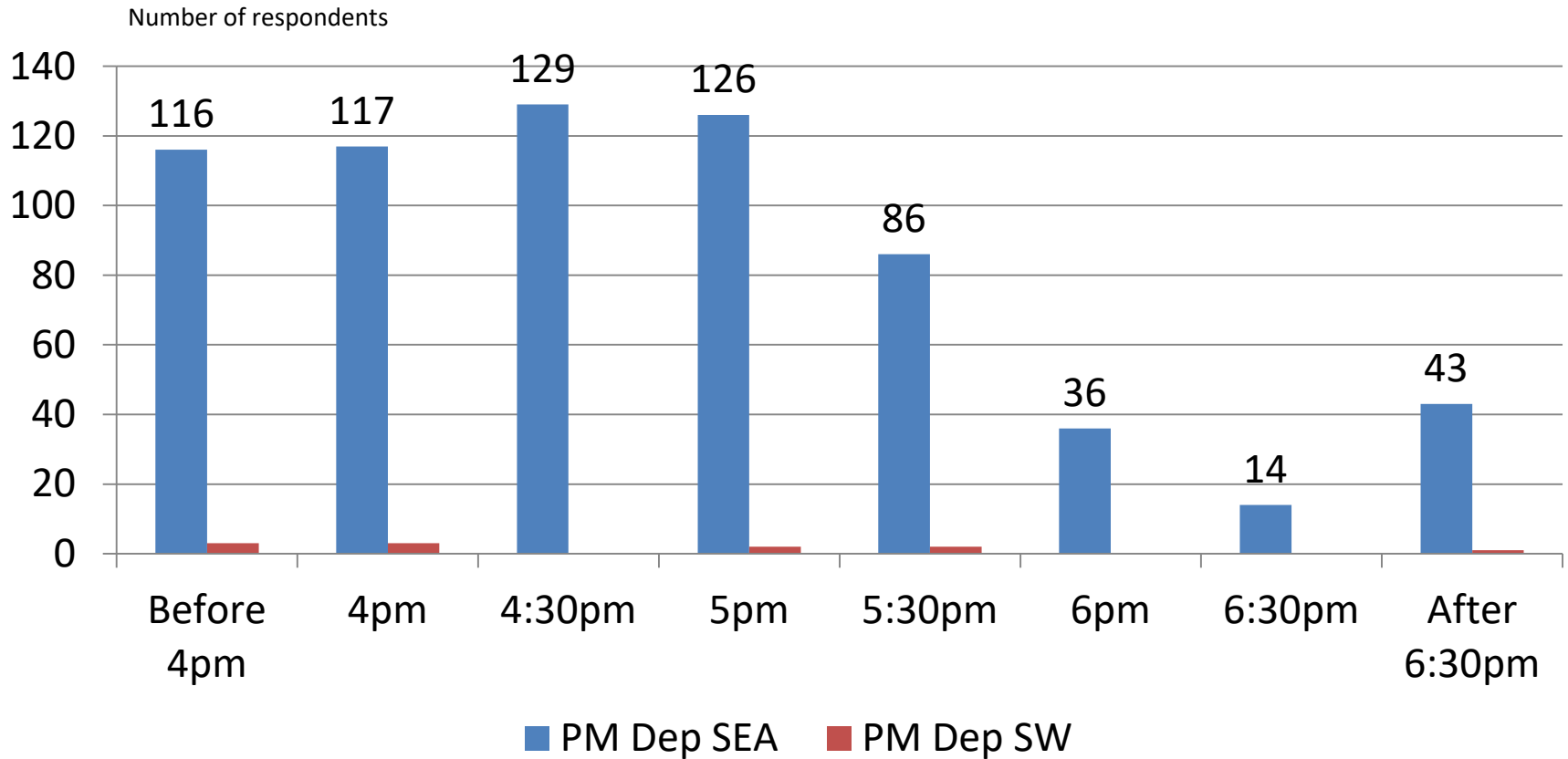


# Preferred Arrival Time on AM Sailings

Number of respondents



# Preferred Departure Time on PM Sailings



# Weekday Usage of Routed Buses

Which KT bus service do you typically take now to the SW Ferry Terminal?

- #85 Mullenix – 44% (73)
- #86 Southworth – 52% (85)
- SK Ride – 2 % (3)
- ACCESS – 2% (4)

N = 165

Not Applicable (512)

If you live in Manchester and have considered riding the bus to a ferry terminal, WHERE would you prefer to ride the bus?

- Southworth – 79% (120)
- Port Orchard – 16% (24)
- Annapolis – 5% (7)

N = 151

Not Applicable (489)

If you live in Manchester and have considered riding the bus to a ferry terminal, WHEN would you prefer to ride the bus?

- AM/PM commute only – 61% (91)
- Throughout the day – 39% (57)

N = 148

Not Applicable (497)

If weekday Routed bus service were available connecting you to fast-ferry sailings at SW Ferry Terminal, how often would you use it?

- Daily – 40% (272)
- 3x+ a week – 17% (114)
- 1x-2x a week – 12% (82)
- Rarely – 18% (124)
- Never – 13% (85)

N = 677

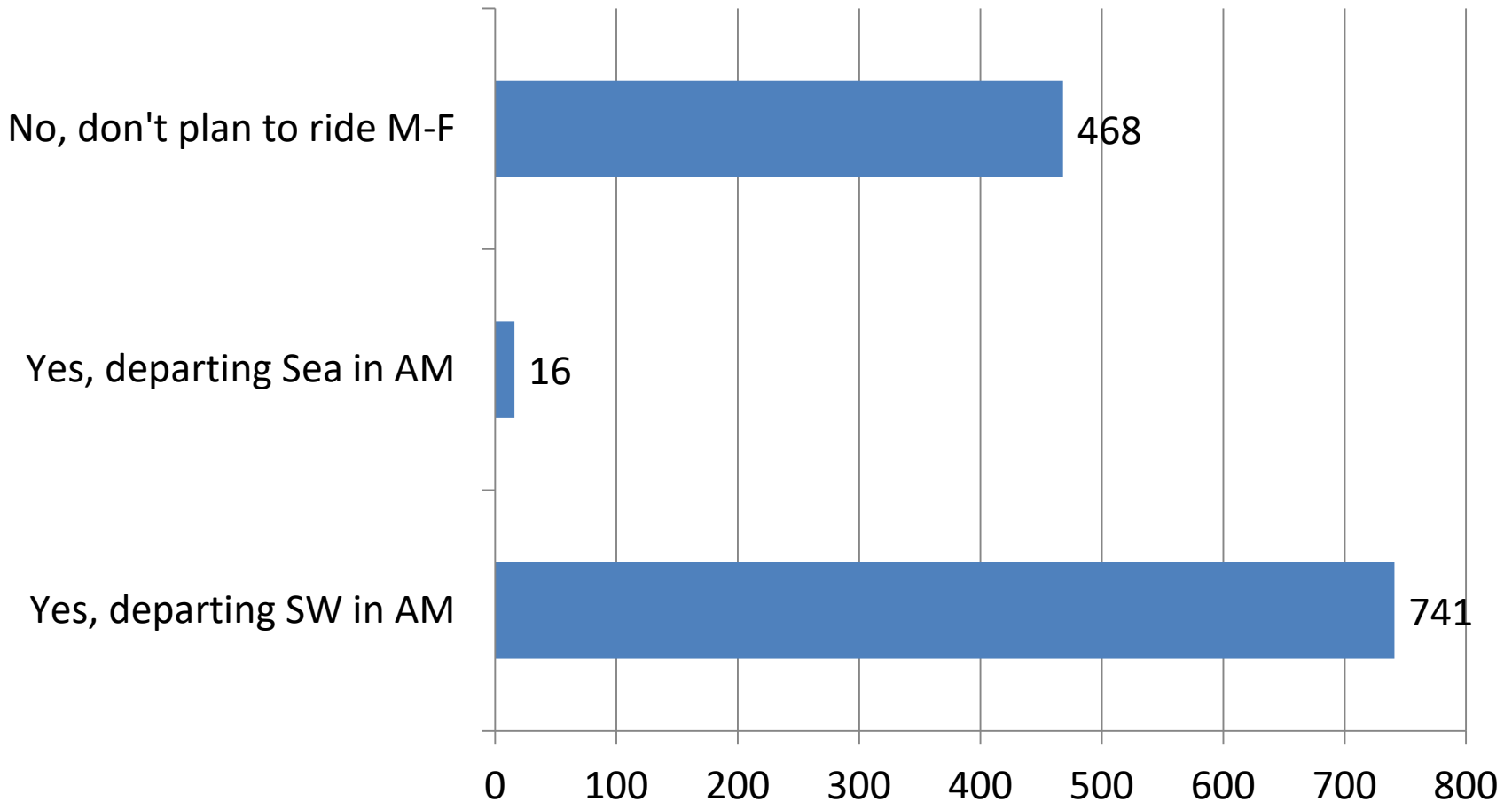
If Routed bus service is not an option for you, how often would you use a weekday ride-sharing bus that picks up at a curb near you and drops you off at SW Ferry Terminal?

- Daily – 23% (153)
- 3x+ a week – 14% (93)
- 1x-2x a week – 10% (65)
- Rarely – 17% (115)
- Never – 17% (116)

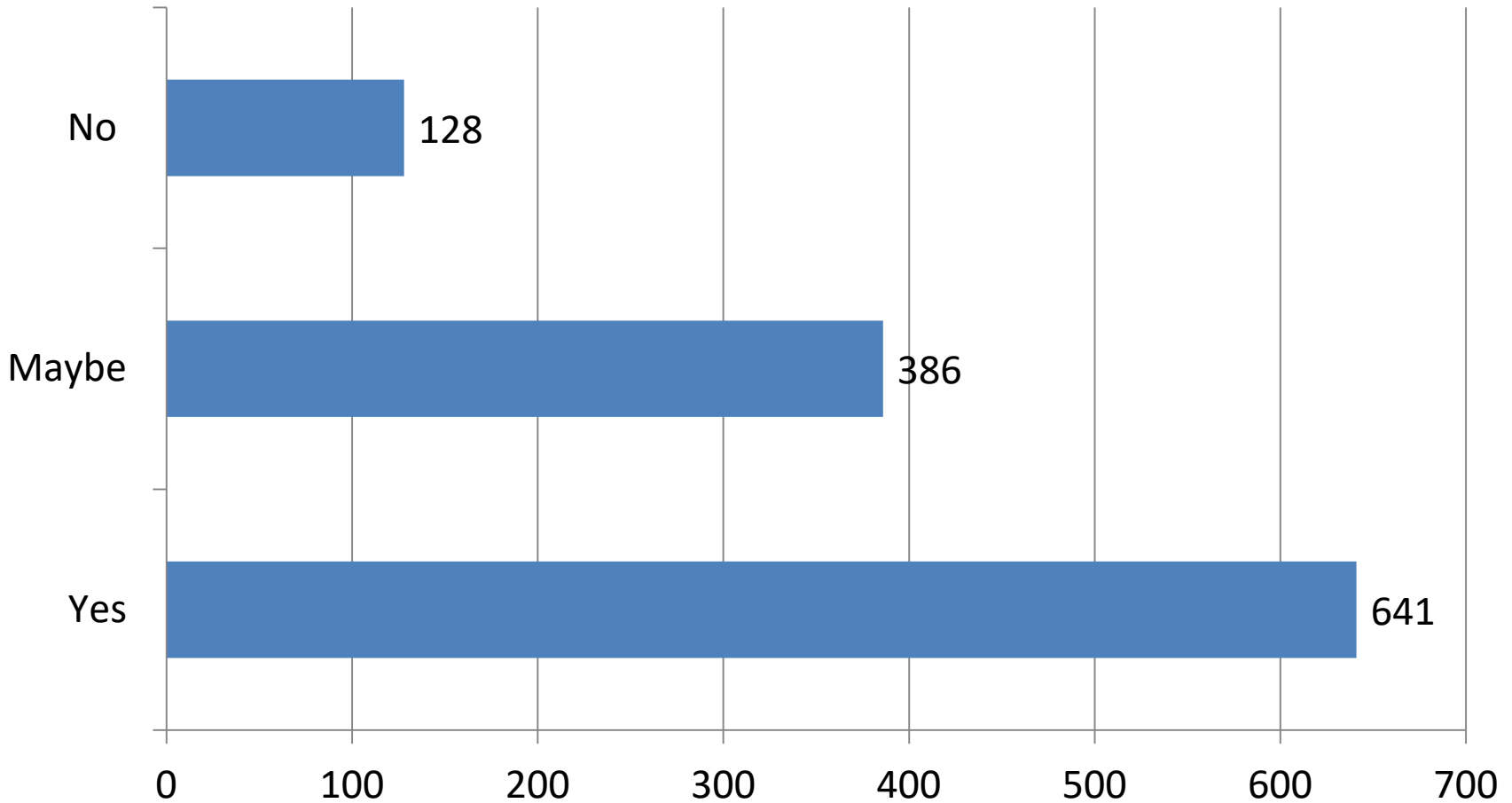
N = 677



Do you think you'll ride the Kitsap Fast Ferry during Monday-Friday commute times?



# Do you think you'll ride the Southworth-Seattle Fast Ferry on a Saturday?



# Saturdays: Preferred Service Window

CHOICES	% of RESPONSES	RESPONSES
1 <sup>st</sup> Depart SW 9am Last Depart SEA 10pm	28%	290
1 <sup>st</sup> Depart SW 9:30am Last Depart SEA 10:30pm	13%	137
1 <sup>st</sup> Depart SW 10am Last Depart SEA 11pm	23%	231
1 <sup>st</sup> Depart SW 10:30am Last Depart SEA 11:30pm	23%	238
No opinion	12%	125

N = 1,021



# Which of these would motivate you the most to ride transit?

- Transit stops near my home or my destinations – 40%
- More frequent bus service (i.e. every half hour) – 15%
- Not applicable – I ride transit already – 11%
- Other (please specify) – 11%
- Real-time information on location of my bus/ferry – 8%
- More bus service on Saturdays – 5%
- Better experience riding the bus (safety, cleanliness) – 4%
- Later bus service in the evenings – 3%
- Better trip planner on the KT website – 2%
- Lower bus fares – < 1%

# Questions?

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