

**Meeting Details:**

FAC:	Bowen Island Ferry Advisory Committee
Date:	November 5, 2008
Location:	Horseshoe Bay Boardroom, 6750 Keith Road, West Vancouver, BC
Time:	5:30 pm – 8:00 pm

**Attendees:**

<i>Committee</i>	<i>BC Ferries</i>
Doug Elliot – Vice Chair	Captain Steve Graham Marine Superintendent Central Coast
Trish Jacquet	Jennifer Adler Terminal Director, Horseshoe Bay
Alison Morse	Amar Johal Director, Sales and Community Relations
Chris Buchanan – BIM	Grant Bierlmeier Manager, Fleet Deployment and Scheduling
	Rob Clarke Executive Vice President and Chief Financial Officer
Absent: Bob Lalonde - Chair Daniel Heald	Penny Lidstone Manager, Sales & Community Relations
Public – 1 member	Paul Madsen Executive Director, Strategic Planning
	Dave Woodman Senior Master Route 8

- 1. Call to Order:** The meeting was called to order at 5:35 p.m.
- 2. Introductions:** Round table introductions were completed.
- 3. Approval of Agenda:** The agenda was approved without changes.
- 4. Correspondence:** There was no correspondence.
- 5. Presentations:**
  - a. Public -**There were no presentations from members of the public.

- b. **Marine Superintendent's Operations Report** – Captain Graham presented this report and it is attached.
- The FAC asked if the new slide deployment is only on new vessels or if will also be installed on older vessels. Steve Graham confirmed it is on the new vessels and on the older vessels when the time to replace slides is appropriate.
  - **Action item: Penny Lidstone to confirm with Jason Bowman if the numbers in the West Van Transit chart are for foot passengers per route or for foot passengers per route who use the bus.**
  - FAC asked if the security policies are completed with Ministry of Transportation. BC Ferries confirmed we have been given an idea/guideline but there is a lot of room for interpretation.
  - **Action item: Penny Lidstone to see if the environmental brochure can be made available for downloading and to see if these brochures can be sent to other councils and the Islands Trust.**
  - **Action item: Dave Woodman to review the temperature of the vessel as FAC mentioned there are times it is very cold.**
- c. **Tariff Rationalization** – Grant Bierlmeier gave this presentation and the report is attached. This is a dialogue with the FAC to assist in reducing the tariff clutter.
- There was a discussion around whether bicycles could be free on Route 8 to promote environmentalism as they are free on some other routes. Rob Clarke advised that the issue with this is when you have enough bikes that take up space that a car could use then it reduces fare paying customers.

## 6. Minutes of Previous Meeting

- The FAC has recommended that the instructions on the BC Ferries website be amended to reflect the change in cut off times – this action was complete.
- The FAC has recommended that BC Ferries actively promote the Route 8 Summer Schedule beginning June 1, 2008. Recommendations include a pocket schedule to be distributed on the Queen of Capilano and at the Horseshoe Bay Terminal, Service Notices and Newspaper Ads. The FAC has also requested that details of the new schedule be forwarded to Bowen Island and West Vancouver transit authorities – all items were completed except for the pocket schedule which was not possible due to budgeting. The FAC also suggested advertising in future in "The Bulletin" as it is more widely read than the Undercurrent.
- BC Ferries and BIMFAC will consult as a means to clarify the FAC appointment process for Bowen Island – this action was complete.

- BC Ferries will investigate terminal WIFI request and respond in a timely manner – this is not yet complete as this is a company wide capital project and can not be done on a one off basis. It is a high priority amongst capital projects but there is no official timeline yet. BC Ferries will also review if there will be a charge for this service when it is implemented.

## 7. FAC Items

- FAC Chair's Comments – no comments.
- FACC Report – had a positive meeting with Minister Falcon and work the group is doing is paying off.
- Schedule issues:
  - Summer performance – the 2009 schedule will be very close to the 2008 but there may be some minor changes.
  - Single year round schedule – this option has been reviewed and is not a realistic option.
  - Coordination with WV Transit – FAC happy the BCF is making more effort to meet with Transit. FAC would like a separate meeting with BCF and WVT to coordinate schedules and also noted that 2009/2010 school years will shift due to Olympics so that should be addressed and communicated.
- Snug Cove vehicle marshalling during over load period – FAC wants a marshalling person paid for by BC Ferries but we are not prepared to do this. BC Ferries is planning to put an electronic sign on the washrooms to provide sailing status and this is in progress. The sign will be controlled from the Tower.

### **Action item: Jason Bowman to provide update on when the electronic sign will be installed.**

- Cut-off times and boarding passes for students – process is now implemented and they are adjusting to this process.
- Experience Card problems – There was a customer issue where they inadvertently switched their car and vehicle discount to a passenger discount only so they were paying a higher rate. The customer was frustrated but the issue has been resolved. The key message from BC Ferries is unless you are only a foot passenger you should always choose the vehicle/passenger discount.
- **Action: Penny Lidstone to confirm if you don't access your account for a long period does your account go to sleep.**
- **Action: Grant Bierlmeier to confirm how many people are using the passenger discount only and will talk with IT to see if there can be a pop up warning sign to ensure that when people switch their discount they are aware of it.**
- Customer communication – FAC is concerned that when customers sign up to receive a service notice they have to fill in and provide a complete personal profile. This does not seem appropriate based on what the information they want. They recommended that boarding passes have the loading gate added to them as the gate is currently shown on a separate ticket and for the Experience Card account balance to also be integrated on boarding pass so a separate ticket is not printed with that information.

- **Action: Rob Clarke to confirm if the process of signing up for Service notices can be streamlined so less information is required.**
  - Film production company transportation problems – there seems to be some miscommunication with these groups. BC Ferries strongly supports these customers and would like to work to overcome any communication issues.
- **Action: Penny Lidstone to ask Key Accounts to have Chris Buchanan copied on all film communication.**
  - Snug Cove sailing status information sign – Sign is in progress.
  - Service Cuts – Reversal of sailing cancellations – FAC asked if we are subject to these cancellations occurring again. Rob Clarke replied that the suddenness of these decisions occurred because of the dramatic and unprecedented drop in travel that occurred in late August and September on the major routes and we had to react accordingly and quickly not allowing any time for consultation. BC Ferries appreciates the impact this had on communities but sailings were chosen based on their utilization rate. The Government entered into a commercial arrangement with BC Ferries allowing the reinstatement of these sailings. However, Rob Clarke says we should take this opportunity to have a discussion as to what is the best service response should this situation recur. The FAC asked if Route 8 was in any jeopardy of losing service and Rob Clarke advised that he is not aware of any planned service cuts.
  - "Are You Listening?" - How BCF addresses issues - FAC feels they have made recommendation to BC Ferries such as WiFi, pocket schedule, privacy issues and they feel we are not listening to them. Rob Clarke acknowledged that not all recommendations the FAC has made have been implemented but he stressed that this must be a two way dialogue and that if BC Ferries can't implement a recommendation then there is a valid reason and we provide that explanation to the FAC. In turn, the FAC needs to acknowledge the reasons we can't respond to everything and not just say we aren't listening.
  - Arts display on vessel – FAC would like space in the vessel display case for local artwork. Arts council will manage the space.
- **Action: Penny Lidstone to follow up with the F&B department to see if this is approved.**

## 8. New Business:

- a. FAC Appointment Process - Amar Johal presented the FAC Appointment Process report. The presentation is attached. Amar also confirmed that BC Ferries accepts BIMFAC as the FAC.
- b. Point of Assembly – no information to present.
- c. Promotional Initiatives/New Business Opportunities – Amar Johal presented report and it is attached.
  - i. Travel & Tourism Center – Will open in Fall 2009 in downtown Vancouver.
  - ii. Grow Commercial Sales – BC Ferries has created new business unit that Amar Johal will be in charge of.

- iii. Management Services of our expertise – national and international opportunities for BC Ferries to provide our services, which in turn will spread overhead costs over a wider revenue base, taking pressure off of fares.

**9. Next meeting:** The next full committee meeting is scheduled for Spring 2009.

**Meeting adjourned:** At 8:05 p.m.

**Approved:**

Captain Graham, Marine Superintendent  
Bob Lalonde, Chair

Date: November 26, 2008

Date: December 9, 2008