

# Feedback and Engagement Report

Q1 Fiscal 2025

*Quarter ended June 30, 2024*



# Feedback and Engagement Report

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(APR, MAY, JUN)

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# Feedback and Engagement Report

## Executive Summary

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Customers Served				Sailings Delivered			
Customer Type	Q1 Fiscal 2024	Q1 Fiscal 2025	YOY Change	Service Delivery	Q1 Fiscal 2024	Q1 Fiscal 2025	YOY Change
Foot passengers	1,040,411	991,225	-4.7%	Total sailings scheduled	49,356	49,638	+0.57%
Vehicle passengers	4,796,103	4,857,260	+1.3%	Total sailings delivered	48,691	49,227	+1.10%
Total passengers	5,836,514	5,848,485*	+0.2%	Cancelled sailings	665	411	-38.2%
Total vehicles	2,514,404	2,542,471	+1.1%	% of sailings cancelled	1.35%	0.83%	-0.54%
				On-time performance <i>Target 88%+</i>	81.1%	81.9%	+0.08%

### Q1 Fiscal 2025 Summary

Our customers, overall, had an improved experience in Q1 (April through June) 2025 compared to the same period last year. More customers travelled with us, we delivered more sailings, on-time performance improved, and we continued to implement positive customer improvements. We saw improvements across key metrics in Q1 2025, compared to Q1 2024 including:

- More (+0.2%) customers (5,848,485 compared to 5,836,514)
- More sailings (49,227 or +1.1% YoY)
- Fewer (-38.2% YoY) cancelled sailings (411 or 0.83%)
- Significantly fewer (57 compared with 274 or a -79.35% YoY) cancellations as a result of crew shortages
- Improved (+0.08% YoY) on-time performance from 81.1% to 81.9%

In Q1 Fiscal 2025, we saw a continued upward trend in positive feedback from customers and fewer customer service enquiries and complaints (likely as a result of fewer cancellations and disruptions compared to 2024). Together, these are good indicators of an enhanced customer experience.

Total customer complaints are down by 20% year-over-year. The volume of complaints we received decreased across all the regions we serve. Through other channels, including social media, we saw significantly fewer customers contacting us with enquiries (-34% YoY) – evidence that fewer needed support or answers to issues they were facing during their travel. Positive/neutral sentiment related to BC Ferries conversations on social media continued to improve every month compared to last year, peaking in June at 84% positive/neutral.

When customers needed our help, the customer service team were able to provide them with the assistance they needed much more quickly. Our Average Speed of Call Answer dropped by 90%, from over 7 minutes in Q1 Fiscal 2024, to 40 seconds in Q1 Fiscal 2025. This resulted in a significant improvement to our Call Abandon Rate (Average % of calls that disconnect prior to being answered) which decreased from 11.8% in Q1 Fiscal 2024 to 2% in Q1 Fiscal 2025.

Customers who travelled with us in Q1 were able to take advantage of a number of improvements that delivered an enhanced customer experience. In Q1, we introduced outer deck pet areas on all of our vessels servicing routes 1, 2, and 3. All vessels servicing routes 1, 2, 3, 7, 17 and 30 now have outer deck pet areas.

On April 19, we announced that engagement with Ferry Advisory Committees (FAC) would restart in-person engagement in May. We also announced the creation of a new Community Prioritization Panel (CPP). The CPP is intended to help prioritize the ideas that have come forward from FACs and coastal communities.

On May 9, we announced the roll-out of terminal webcams at 30 minor route terminals. The cameras provide customers with a real-time view of vehicle staging areas at most minor route terminals. Customers can also access current conditions information, the latest service notices and live vessel trackers, all in one, convenient location on bcferrys.com or the BC Ferries mobile app. We continue to look at ways we can improve communications for our customers through 2025.

On May 14, we announced the roll-out of access to free menstrual supplies, all-gender washrooms, and more accessible signage. BC Ferries joined United Way BC's Period Promise which aligns with our commitment to expand the availability of no-cost menstrual products aboard our vessels and at our terminals.

Effective June 1, 2024, the 4% fuel surcharge was removed from all fares, increasing affordability for customers.

We also spent significant effort in Q1 getting ready for the busy summer season (Q2) to help our customers get where they want to go. Improved operational performance and customer experience as well as a return to in-person community engagement are positive developments that we're focused on building on through the remainder of 2025.

\*Excludes alternative service (e.g. water taxis) delivered in Q1 Fiscal 2025.



# Feedback and Engagement Report

## Executive Summary

Q1 Fiscal 2025  
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### Customer Service Centre - Key Performance Highlights

**Total complaints** are down by 20% in Q1 Fiscal 2025 and the number of complaints has decreased across all regions. A reduction in sailing cancellations is a significant contributing factor YoY.

**Comments Received** (positive, neutral, negative), went from 7,669 in Q1 Fiscal 2024 to 4,318 in Q1 Fiscal 2025 (-43.7% YoY). The reduction correlates with fewer sailing cancellations, and changes to *Saver* fare terms and conditions, which now allow for partial refunds of unused bookings.

**Customer Care** has had more stability with staffing compared to Q1 Fiscal 2024 and this has contributed to the reduction in *Average Speed of Call Answer* and *Call Abandon Rates*.

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

**First Call Resolution** has decreased as customers have shorter wait times to reach a Customer Service Centre Agent. Shorter call waits can incentivise some customers to call back multiple times for current conditions or booking information rather than using self-serve options.

**Average Speed of Call Answer** and **Call Abandon** rates have improved significantly compared to Q1 Fiscal 2024.

Customer Service Centre Metrics	Q1 Fiscal 2024	Q1 Fiscal 2025	Change YoY	Target
<b>Customer Complaints</b> Complaints received for every 10,000 customers travelling	6.1	5.0	-1.1	-
<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 (14 days)	1%	<1%	-<1%	14 days or less
<b>Average Speed of Call Answer</b> Average wait time before a call is answered (in seconds)	428	40	-90%	240 seconds or less
<b>First Call Resolution</b> % of callers whose issues are resolved on the first call	94%	91%	-3%	90%+
<b>Call Abandon Rate</b> Avg. % of calls that disconnect prior to being answered	11.8%	2.0%	-9.8%	7.5% or less

Comments, Inquiries and Phone Calls			
Channels	Q1 Fiscal 2024	Q1 Fiscal 2025	YOY Change
Comments	7,669	4,318	-44%
Phone Calls	130,378	43,199	-67%
<b>Social Media (inbound)</b>	13,109	8,654	-34%
X	7,640	4,345	-43%
Facebook	2,877	2,081	-28%
Instagram	2,583	2,202	-15%
LinkedIn	9	26	+189%

Top Three Complaint Areas	
Major routes (1, 2, 3, 30)	% of all complaints
Advanced bookings	26%
Fares/fare errors	23%
Customer Service	12%
Minor routes (All other routes)	% of all complaints
Fares/fare errors	21%
Sailings/schedule	20%
Customer Service	13%

# Customer Satisfaction Tracking

## Intercept Surveys (Month Wave)

Q1 Fiscal 2025  
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The overall customer satisfaction\* score increased slightly (+0.03) compared to the Q1 Fiscal 2024 score. Analysis by route shows that passengers on Route 1 (Tsawwassen - Swartz Bay) are the most satisfied with their overall experience (4.30) while passengers travelling on Route 3 (Horseshoe Bay - Langdale) are the least satisfied (3.74).

Customer Satisfaction Tracking (CST) Results Summary			
Customer Satisfaction Tracking (CST)	Q1 Fiscal 2024	Q1 Fiscal 2025	Change
Total Surveys Completed	7,175	8,396	+1,221
Overall Customer Satisfaction Score <i>Target: 4.05+</i>	4.10	4.13	+0.03
Overall Customer Satisfaction Percentage	84%	84%	0%
Net Promoter Score	12	10	-2

Customer Satisfaction Tracking (CST) scores by route			
Route	Q1 Fiscal 2024	Q1 Fiscal 2025	Change
Route 1	4.19	4.30	+0.11
Route 4	4.09	4.19	+0.10
Route 19	4.00	4.09	+0.09
Route 30	4.12	4.20	+0.08
Route 5/5a	4.07	4.11	+0.04
Route 3	3.80	3.74	-0.06
Route 2	4.15	4.03	-0.12

Service areas with the Largest Changes to CST scores YoY							
Service Areas (increases)				Service Areas (decreases)			
	Q1 Fiscal 2024	Q1 Fiscal 2025	Change		Q1 Fiscal 2024	Q1 Fiscal 2025	Change
Electronic boarding pass	4.30	4.43	+0.13	Play area for children	3.66	3.42	-0.24
BC Ferries phone service	3.60	3.72	+0.12	Ability to connect with other sailings	3.52	3.42	-0.10
Ferry sailing frequent enough	3.51	3.61	+0.10	Pre-boarding passenger lounge at terminal	3.83	3.81	-0.02
Usefulness of BC Ferries mobile App	3.79	3.89	+0.10	SeaWest Lounge	3.93	3.91	-0.02
Washrooms	3.91	4.01	+0.10	Ease of access, overall (people w/ accessibility needs)	3.94	3.92	-0.02
				Staff customer service (at terminal)	4.40	4.38	-0.02

Source: June 2024 CST Survey

Source: June 2024 CST Survey

### \*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)

Q1 Fiscal 2025  
(APR, MAY, JUN)

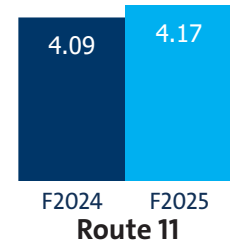
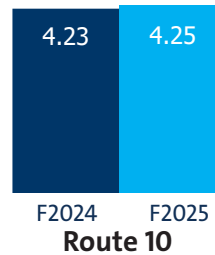
Customer Satisfaction Tracking data for the Central and North Coast is collected throughout the year via a post-travel survey that is emailed to customers travelling on these routes. This data collection method is used instead of onboard intercepts.

Comparisons shown below are year-over-year for the quarter.

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

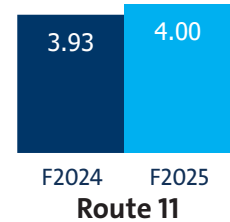
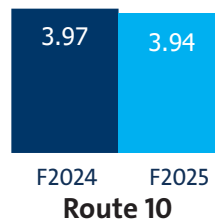
### Overall Satisfaction

Year-over-year comparisons of overall satisfaction scores for Q1 suggest that satisfaction has increased for passengers on both Route 10 (slight increase of +0.02) and Route 11 (+0.08).



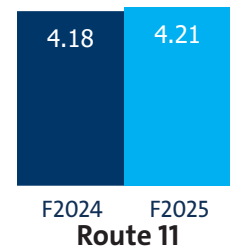
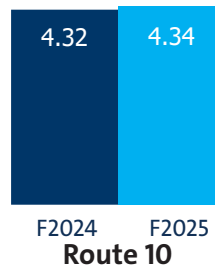
### Terminal Satisfaction

Year-over-year comparisons of terminal satisfaction scores for Q1 suggest that passengers' terminal satisfaction rating has decreased slightly on Route 10 (-0.03) but increased on Route 11 (+0.07).



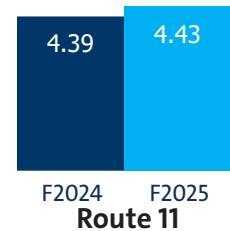
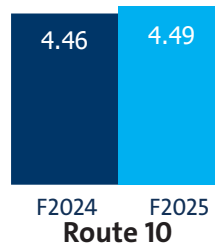
### Onboard Satisfaction

Year-over-year comparisons of onboard satisfaction scores for Q1 suggest that satisfaction has increased only slightly for passengers on both Route 10 (+0.02) and Route 11 (+0.03).



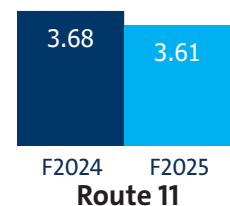
### Safety of Ferry Operations

Year-over-year comparisons of satisfaction levels with safety of ferry operations for Q1 suggest that passengers' rating of safety has increased on both Route 10 (+0.03) and Route 11 (+0.04).



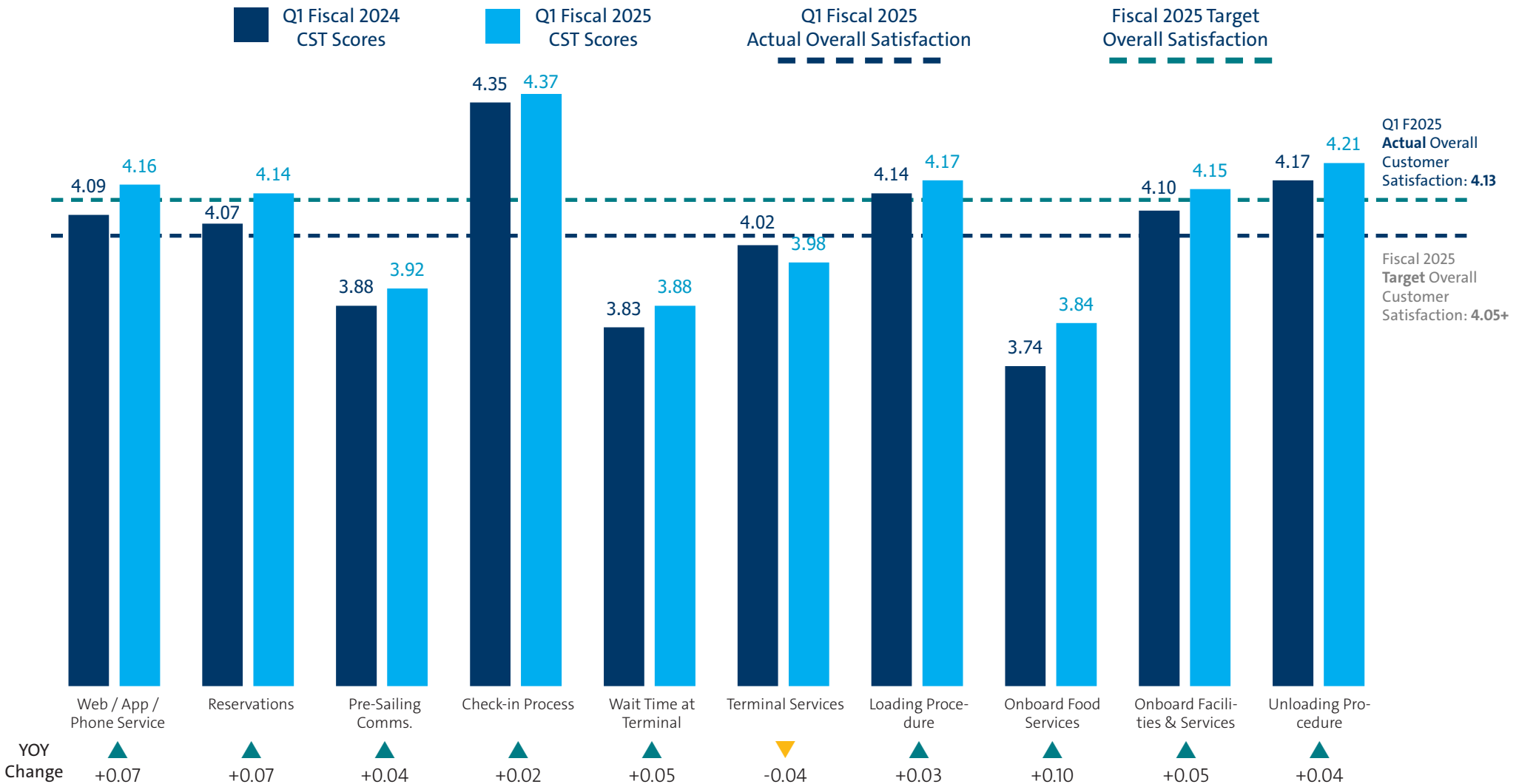
### Value for Money of Fares

Year-over-year comparisons of passenger assessments of value for money of fares for Q1 suggest that passengers' ratings have decreased on both Route 10 (-0.06) and Route 11 (-0.07).



# Passenger Satisfaction throughout the BC Ferries Journey

Q1 Fiscal 2025  
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The blue dashed line represents the “Overall Satisfaction Score” for Q1 Fiscal 2025 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 (4.37), and the unloading procedure (4.21). Passenger “low points” include on-board food services (3.84), the wait time at the terminal (3.88) and pre-sailing communications (3.92). The Q1 Fiscal 2025 pattern of results typically follows that of Fiscal 2024, however, satisfaction with most areas has increased since Q1 Fiscal 2024.

# Feedback and Engagement Report

Press releases, media advisories, events

Q1 Fiscal 2025  
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Press Releases and Media Advisories Issued in Q1		
Date	Description	Link
April 19	<b>New Community Prioritization Panel marks a return to engagement</b> <i>“Starting next month, engagement will restart with Ferry Advisory Committee (FAC) members and coastal communities to begin to tackle ideas and requests from ferry users up and down the coast.”</i>	<a href="#">Link</a>
April 22	<b>Outdoor pet areas added to two more major vessels</b> <i>“Dogs on leashes and cats in carriers travelling with their owners now have access to larger, outdoor pet areas on the upper decks of vessels travelling on the Horseshoe Bay – Departure Bay and Horseshoe Bay – Langdale routes.”</i>	<a href="#">Link</a>
May 9	<b>Live webcams now available at minor route terminals</b> <i>“Customers travelling on minor routes can now access the information they need to plan their travel on the bcferries.com website and app, including new live webcams and up-to-date route information.”</i>	<a href="#">Link</a>
May 14	<b>Improving accessibility and inclusion for customers</b> <i>“As the busy summer travel season approaches, BC Ferries customers will have more access to menstrual supplies, all-gender washrooms, and more accessible signage.”</i>	<a href="#">Link</a>
May 15	<b>Gearing up for a record-breaking summer</b> <i>“A record number of people and vehicles are expected on board BC Ferries vessels this summer, and with the busy travel season approaching, fleet and crew are preparing to get customers to their destinations safely, affordably and on time.”</i>	<a href="#">Link</a>
June 18	<b>Outdoor pet areas added to Tsawwassen – Swartz Bay route</b> <i>“Dogs on leashes and cats in carriers travelling with their owners will soon have access to new outdoor pet areas on all four vessels servicing the popular Tsawwassen – Swartz Bay route.”</i>	<a href="#">Link</a>



# Feedback and Engagement Report

## Customer Experience Initiatives

Q1 Fiscal 2025  
(APR, MAY, JUN)

Accessibility	
Implementation	Next steps
<ul style="list-style-type: none"> <li>All Gender signage installed at single-use washrooms and Braille washroom signs on 24 vessels to date</li> <li>All Gender signs installed at single-use washrooms at terminals</li> <li>We have approval from the Province to accept expired Accessible Fare Identification cards while we undertake a review of the program</li> </ul>	<ul style="list-style-type: none"> <li>Starting September 2024, remaining vessels will have All Gender and Braille washroom signage installed during Fiscal 2025 vessel refits</li> <li>Braille washroom signs to be installed in terminals by end of September</li> <li>The goal is to have a renewed approach for customers travelling with accessibility needs in place for summer 2025</li> </ul>
Current Conditions Expansion to Minor Routes	
Implementation	Next steps
<ul style="list-style-type: none"> <li>Minor route webcams installed at four additional terminals</li> <li>33 terminals with current conditions webcams</li> </ul>	<ul style="list-style-type: none"> <li>Minor Route webcams expansion to four more terminals (July/ August 2024)</li> </ul>
On Board Experience	
Implementation	Next steps
<ul style="list-style-type: none"> <li>Phase 3 Hygiene Equity – Installation of free dispensers for menstrual supplies in public All Gender washroom at terminals and on board vessels (June 30)</li> <li>Point of Interest (POI) announcements live on <i>Northern Expedition/ Northern Adventure</i> (Routes 10, 11) Announcements recorded for Route 28</li> <li>Pet Experience: Outer deck Pet Area expanded to Queen of New Westminster and Coastal Celebration. All Route 1 vessels completed with outer deck pet area</li> <li>BC Transit / TransLink information poster for Major terminal arrivals/departure lounges, and joint transit poster has been placed on board Major Route vessels near Chief Steward offices</li> </ul>	<ul style="list-style-type: none"> <li>Period Promise Task Force findings have been released. Decision required for providing menstrual products in all women’s public washrooms in Fiscal 2026</li> <li>POI videos live on <i>Northern Sea Wolf</i> (July 2024)</li> <li>Outer deck Pet Area expansion to Route 30 – <i>Coastal Renaissance, Coastal Inspiration</i> (July 2024)</li> <li>Outer Pet Area Task Analysis and launch - <i>Queen of Alberni</i> (July/August 2024)</li> <li>Reviewing current bike racks onboard vessels and possible upgrade options available. Consulting with cycling clubs and Ministry of Transportation and Infrastructure to understand best practices and what would be applicable to BC Ferries</li> </ul>
Terminal Experience	
Implementation	Next steps
<ul style="list-style-type: none"> <li>We are working with Terminal Operations to ensure staff are trained on how to manage Saver and Prepaid fare redemptions when a sailing has been cancelled</li> <li>All point of sale machines have functionality to redeem a Saver fare on a different sailing than originally booked, and override the fare to prevent repricing</li> </ul>	<ul style="list-style-type: none"> <li>We are working with the Ticketing Supervisors to ensure they are aware of the functionality of point of sale systems in the event that a sailing has been cancelled so they can apply the fare originally booked to an alternate sailing.</li> </ul>

# Customer Relations (ResponseTek)

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

Q1 Fiscal 2025  
(APR, MAY, JUN)

Total complaints Q1 Fiscal 2024	Total complaints Q1 Fiscal 2025	Complaints per 10,000 passengers (Q1 Fiscal 2024)	Complaints per 10,000 passengers (Q1 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
1,928	1,568 ▼	6.5	5.3	-1.2

### Q1 Summary

We delivered 5,362 sailings this quarter, compared with 5,171 in the same quarter last year, an increase of 3.69%. At the same time, overall cancellations were reduced and there were zero crew-related cancellations for the first time in over a year. This contributed to a decrease in the number of customer complaints, as the three routes serving Vancouver Island–Mainland account for the majority of both traffic and customer feedback.

The reduction in the number of cancellations has naturally had a direct and dramatic impact on the amount of compensation provided to customers. Those whose reservations are cancelled for reasons within our control (e.g. crewing or fueling) are provided one voucher for a vehicle and driver, or one adult passenger, depending on booking type. During Q1 Fiscal 2024, we provided customers with bookings on cancelled sailings, 1,186 vehicle and driver vouchers and 74 adult passenger vouchers, compared with 141 vehicle and driver vouchers and no adult passenger vouchers in Q1 Fiscal 2025.

On April 1, we reduced the cancellation fees for *Saver* and Prepaid fares and more than doubled the number of discounted fares available for travel between Metro Vancouver and Vancouver Island. At the same time, At-Terminal fares increased, further encouraging customers to book their travel ahead of time.

In response to continued positive feedback, we expanded the outdoor pet areas in April to include the *Queen of Coquitlam* and in late June the *Coastal Celebration* and *Queen of New Westminster*. To date a total of 13 vessels fleet-wide are equipped with outdoor pet areas, including all vessels on Routes 1, 2 and 30.

To improve our customer's experience, we've relaxed some reservation redemption policies to allow customers who have made a booking error to retain their booked space on the sailing as a customer service gesture. While customers are still required to book correctly, the terminals now have some flexibility to assist customers in redeeming their bookings, if space permits.

While we work with the Province to review of the BC Resident fare program, as it relates to accessible fares, we have received permission to accept expired Accessible Fare Identification cards from customers. This exception is in place to enable us to continue to provide discounted travel for cardholders and their escorts while the discounted fare program is under review.

### Top three complaint areas

Theme	Subtheme	Number of complaints (n) Q1 Fiscal 2025	Change YoY
Advanced Bookings	Double-charged/overcharged	209	+27%
	Improve email communications	36	
	Change/cancellation policies	28	
Fares and Fare Errors	Double-charged/overcharged	90	-22%
	No-show fee charged in error	62	
	Incorrect fare charged	55	
Customer Service	Poor customer service (Check-in)	75	+12%
	Poor customer service (Terminal staff)	33	
	Poor customer service (Onboard staff)	27	

\*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)

Q1 Fiscal 2025  
(APR, MAY, JUN)

Total complaints Q1 Fiscal 2024	Total complaints Q1 Fiscal 2025	Complaints per 10,000 passengers (Q1 Fiscal 2024)	Complaints per 10,000 passengers (Q1 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
705	582 ▼	5.4	4.5	-0.9

### Q1 Summary

On April 16, the *Island Discovery* experienced a mechanical issue with the propulsion system while enroute to Blubber Bay (Route 18). Water taxis were engaged, and on April 17 and 18. The *Salish Orca* operated on modified schedule (Routes 17, 18) to provide two round trips daily in addition to the water taxi service. The *Island Discovery* returned to service on April 19. A small number of customers were unable to take the water taxi on April 16, and we worked with them to provide reimbursement for expenses that occurred as a direct result.

On April 22, we introduced an outdoor pet area on the *Queen of Surrey*, serving Langdale-Horseshoe Bay. All vessels operating on this route now offer outdoor pet areas in addition to spaces on the upper vehicle decks.

An error in the booking process for the 4:20 pm sailing from Langdale to Horseshoe Bay on the holiday Monday of the Victoria Day long weekend led to the discovery of 100 bookings that could not be accommodated. We moved these bookings to earlier and later sailings and contacted customers to inform them of their new departure times. All reservation and change fees were refunded and we provided impacted customers with one travel voucher per booking, for use at a later date.

To prevent similar errors in the future we introduced a validation process that the Tariff and Revenue department runs weekly or when a schedule is changed. Reservation allocations are checked and any concerns are immediately reported.

On June 26, we introduced two ship service on the Langdale-Horseshoe Bay route, which is set to continue through September 2. Customer feedback has been overwhelmingly positive, most notably from Sunshine Coast residents and frequent travellers who have described their own ease of travel, as well as a new willingness of friends and family to visit the Sunshine Coast. The two ships, the *Queen of Surrey* and the *Queen of Coquitlam*, provide more sailings and more frequent service.

### Top three complaint areas

Theme	Subtheme	Number of complaints (n) Q1 Fiscal 2025	Change YoY
Fares and Fare Errors	Double-charged/overcharged	64	+28%
	Incorrect fare charged (e.g. Senior rate, etc.)	28	
	Experience Card issues	18	
Advanced Bookings	Double-charged/overcharged	25	+17%
	Change/ cancellation policies (unfair, communication)	11	
	Dissatisfaction with current reservations model	10	
Sailings/ Schedule	Poor customer service (Check-in)	46	-14%
	Add more sailings	8	
	Customers 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)

Q1 Fiscal 2025  
(APR, MAY, JUN)

Total complaints Q1 Fiscal 2024	Total complaints Q1 Fiscal 2025	Complaints per 10,000 passengers (Q1 Fiscal 2024)	Complaints per 10,000 passengers (Q1 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
441	291 ▼	4.7	3.1	-1.6%

### Q1 Summary

On May 9, we introduced live webcams of the vehicle staging areas at 30 of our minor route terminals. We also made Current Conditions information, the latest Service Notices and vessel trackers available all in one location online. These changes better align the information available on our minor routes with what is available for our major routes.

Additionally, we changed how we deliver Service Notices to customers who travel on minor routes. We continue to post these on the website and the BC Ferries app, but subscribers now receive notifications only for critical updates, such as when sailings are cancelled or delayed by more than 30 minutes. Non-critical service notices such as parking notifications and minor service changes are available on the Current Conditions page on bcferrys.com.

On May 24, a school bus rolled into the terminal waiting room at Chemainus, causing significant damage. While there were no injuries, the structure was unusable and closed immediately. Portable washrooms and a temporary waiting room were installed. While planning was underway to repair the building, it was hit a second time in mid-summer by a different bus, and more damage was sustained. Repairs are in the planning stage and it will likely be a number of months before the waiting room is re-opened.

We worked with the local health authority to facilitate priority loading for healthcare workers providing in-home and critical community health services on some of the Southern Gulf Islands. Measures are now in place to prevent abuse or overuse and to ensure those healthcare workers travelling on business are accommodated.

### Top three complaint areas

Theme	Subtheme	Number of complaints (n) Q1 Fiscal 2025	Change YoY
Sailings/ schedules	Sailing waits/ delays (frequency of delays and waits)	22	-21%
	Add more sailings	11	
	Dislike current schedule (routes 5 and 9)	9	
Fares and Fare Errors	Double-charged/overcharged	14	-17%
	Incorrect fare charged (e.g. Senior rate etc.)	9	
	Experience Card issue	6	
Customer Service	Poor customer service (Terminal staff)	13	+15%
	Poor customer service (Check-in)	12	
	Poor customer service (Loading)	9	

\*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)

Q1 Fiscal 2025  
(APR, MAY, JUN)

Total complaints Q1 Fiscal 2024	Total complaints Q1 Fiscal 2025	Complaints per 10,000 passengers (Q1 Fiscal 2024)	Complaints per 10,000 passengers (Q1 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
145	136 ▼	2.6	2.4	-0.02

### Q1 Summary

A mechanical issue that occurred during overnight work on the cables led to sailing cancellations for the *Baynes Sound Connector* on the Buckley Bay-Denman Island route (Route 21) on May 2 and 3. We were unable to provide water taxi service because the dock on the Buckley Bay side does not meet our safety and accessibility standards, nor those of Transport Canada. We adjusted the schedule for service between Denman Island East and Hornby Island (Route 22) to have the *Quinitisa* provide several round trips between Buckley Bay and Denman Island West, beginning at 11:30 am on May 2, until the *Baynes Sound Connector* returned to service on the evening of May 3. Since this incident, we have been pursuing options to ensure dock availability for alternate service, should it be necessary.

On June 26, two-ship service began between Buckley Bay and Denman Island, served by the *Baynes Sound Connector* and the *Kahloke*, while the larger capacity *Quinitisa* began serving Hornby Island. Similar to last summer, when we took the same action, sailing waits have seen a notable reduction and feedback has been positive. The increased service will remain in place through summer.

We worked with the local health authority to facilitate priority loading for healthcare workers providing in-home and critical community health services on some of the Northern Gulf Islands. Measures are now in place to prevent abuse or overuse and to ensure those healthcare workers travelling on business are accommodated.

### Top three complaint areas

Theme	Subtheme	Number of complaints (n) Q1 Fiscal 2025	Change YoY
Sailings/ schedule	Vessel substitution (replace <i>Baynes Sound Connector</i> )	12	-32%
	Cancelled sailings	11	
	Sailing waits/ delays (frequency of delays and waits)	3	
Fares and Fare Errors	Experience Card issue	9	+18%
	Incorrect fare charged (e.g. Senior rate etc.)	7	
	Double-charged/ overcharged	4	
Loading/ directions	Improve loading/ unloading procedure	6	-12%
	Priority boarding for passengers making connections	5	
	Increase traffic management at/ outside the terminal	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.



# Customer Relations (ResponseTek)

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

Q1 Fiscal 2025  
(APR, MAY, JUN)

Total complaints Q1 Fiscal 2024	Total complaints Q1 Fiscal 2025	Complaints per 10,000 passengers (Q1 Fiscal 2024)	Complaints per 10,000 passengers (Q1 Fiscal 2025)	Complaints per 10,000 passengers (YoY)
110	88 ▼	20.1	15.9	-4.2

### Q1 Summary

The barge dock at Shearwater remains out of service after failing a condition assessment in 2022. Alternate travel continues via water taxi and tug and barge, with work on the dock now underway.

After hearing from community members that information on the plans for the dock at Shearwater was insufficient, we reached out to local representatives and residents, and committed to providing regular updates on the website (as required based on the Section 43 approval) and to subscribers. We also mailed out information to invite residents to check the website and sign up for electronic updates.

Work began on the dock earlier this year and it is expected to be completed in the fall, at which time the *Northern Sea Wolf* will return to service at Shearwater. Updates are being published on a monthly basis.

On June 23, the *Northern Sea Wolf* experienced an issue with the starboard engine, which was taken offline and the vessel docked in Bella Bella. Traffic was discharged and sailings cancelled through June 27, while repairs were completed after the vessel transited to Port Hardy. Customers who were in transit to Ocean Falls when the engine issues occurred were provided overnight accommodations in Bella Bella on June 23. Customers whose bookings were cancelled were fully refunded, provided a future complementary trip, and reimbursed for expenses incurred as a direct result of the cancellations. Service resumed on June 28.

### Top three complaint areas

Theme	Subtheme	Number of complaints (n) Q1 Fiscal 2025	Change YoY
Fares and Fare Errors	Travel Assistance Program (TAP) form issue	5	+23%
	Fare refund not yet received	5	
	Double charged/ overcharged	4	
Customer service	Poor customer service (On the phone)	9	+17%
	Poor customer service (Check-in)	3	
Advanced bookings	Double charged/ overcharged	5	-17%
	Change/ cancellation policies (unfair, communication)	3	
	Waitlist process/ policies (improve)	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

BC Ferries has 13 Ferry Advisory Committees (FACs) 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.

### New Community Prioritization Panels (CPP)

In April 2024, BC Ferries announced the creation of a new Community Prioritization Panel (CPP) that will help prioritize the ideas that have come forward from FACs and communities over the past few years.

All FAC chairs have been invited to participate in the CPP and the panel will deliver a final public report by Oct. 31

### 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, stakeholders, customers, community members and First Nations results in better decisions, and that this engagement can create solutions to challenges we may not have otherwise considered.

We are committed to:



#### Involving

Involving our customers, the Indigenous 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.

# Ferry Advisory Committees (FAC)

## Meetings and themes

Q1 Fiscal 2025  
(APR, MAY, JUN)

In Q1 Fiscal 2025, the following meetings with Ferry Advisory Committees took place:

Date	FAC Activity
April 19	Met with FAC Chairs to discuss return to in-person community meetings and events
April 19	Met with all FAC members to discuss return to in-person community meetings and events
April 10, May 7, June 7	Meetings with Route 19 FAC Chairs to discuss requested summer schedule changes. Meetings resulted in in trial schedule for the summer of 2025
May 21, June 20	Meeting with Route 13 FAC to discuss requested schedule changes
May 21	Southern Sunshine Coast FAC Meeting
May 22	Bowen Island FAC Meeting
May 22	North and Central Coast FAC Meeting
May 24	Gambier and Keats Islands FAC Meeting
May 27	Chemainus, Thetis and Penelakut Islands FAC Meeting
May 27	Salt Spring Island FAC Meeting
May 28	Denman Island and Hornby Island FAC Meeting
May 29	Gabriola Island FAC Meeting
May 30	Northern Sunshine Coast FAC Meeting
May 31	Southern Gulf Islands FAC Meeting
June 11	Meeting with Route 19 FAC to discuss terminal project updates and timelines

### Notes:

- Quadra and Cortes Island decided to move their virtual meeting to an online survey format
- Tri-Islands asked to postpone their engagement

### In Q1 Fiscal 2025, discussions with FAC members included the following key themes

Return to in-person events, with a focus on resetting conversations. Looking at what we have heard from FACs and communities over the past two years:

- Review the list of feedback we've received from each community
- Prioritize the feedback we can action
- Establish criteria that will help a new Community Prioritization Panel make recommendations about what is most important across the ferry system
- Discussions around terminal projects and upgrades
- Updates to communications for minor routes and service notices
- Updates to Current Conditions and Service Notices:  
BC Ferries' Community Relations team provided an update to all Ferry Advisory Committees and key stakeholders on updates and improvements to current conditions for minor routes. Details included a consolidated view that allows customers travelling on minor routes to access the information they need to plan their travel, including live webcams of vehicle lanes at many of our terminals, the latest service notices, vessel tracking and up-to-date sailing information. We also provided updates on current conditions. Information was shared via emails and phone calls. In addition an update was provided on changes to the service notice policy, focusing on changes on when and how notices are posted and/or distributed, allowing customers to access the information they need without filling their inboxes.

## Customer Engagement Activities in Q1 Fiscal 2025 included:

Snug Cove Terminal - Marine Life Extension (Route 8)	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform interest holders of project progress and completion throughout project work</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Direct communication with neighbours and local businesses (including Island-wide mail drop), Service Notices, and advertorial project updates in the Bowen Island Undercurrent, communications on project page and social media to advise of alternate service plans and timely updates throughout the project through Bowen Island Municipality</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Effective channels for communicating with residents and businesses</li> <li>Mitigation plans during project, including shuttle bus transportation on Bowen Island for those using the water taxi</li> <li>Updated timelines of project work and additional berth closure</li> <li>Successful completion of project</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Project complete</li> </ul>
Shearwater Terminal - New Marine Structures and Upgrades (Route 28)	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform community of scope of project work and timelines</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Information shared via projects page, community page and with the Ferry Advisory Committee and the Central Coast Regional District</li> <li>Project boards displayed at terminals</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Expected timelines of project</li> <li>Project scope</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide regular updates to the community once work begins</li> <li>A letter to all residents of Denny Island to inform of the next update and direct to project page for future updates</li> <li>Inform community of any changes in project timeline as work is planned</li> </ul>
Denman Island West Terminal - Berth 2 Life Extension Project (Route 21)	
<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>Direct communication to commercial drivers, Denman and Hornby Island FAC, communications on project page and via Service Notices</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Increase the vehicle load limit of Berth 2 (up to 56,500kg) 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>Communications on status and completion of work</li> </ul>

## Customer Engagement Activities in Q1 Fiscal 2025 continued:

Heriot Bay – Whaletown: Terminal Upgrades (Route 24)	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform and involve community 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>In person engagement on Cortes Island to involve community ensuring their concerns were understood and considered</li> <li>Online forum hosted on project pages to allow for further input on initial alternate service planning. Forum provided space for contributors and visitors to read and respond directly to other member’s comments and ideas.</li> <li>Commercial goods and services meeting held to understand the specific needs of their businesses and to gather input and feedback on initial plans</li> <li>Direct communication with residents local businesses and commercial goods providers, through multiple avenues of communication including:               <ul style="list-style-type: none"> <li>Cortes Island-wide mail drop</li> <li>Advertisements running for two weeks in the <i>Discovery Islander</i> and the local Cortes newsletter, <i>The Marketer</i></li> <li>Targeted social media posts for Cortes Island and surrounding communities</li> <li>Information posted on the project page, community page and online news bulletin</li> <li>Posters onboard vessel and at terminals</li> <li>Information shared though local Ferry Advisory Committee</li> </ul> </li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Initial alternate service plans and mitigations during project including water taxi service, parking, schedules, shuttle service and essential goods</li> <li>Timelines of project work</li> <li>Effective channels for communicating with residents and businesses</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide a “what we heard report” on community page summarizing in person and online engagements, as well as meeting with commercial businesses</li> </ul>
Crofton Terminal Updates (Route 6)	
<b>Purpose</b>	<ul style="list-style-type: none"> <li>Inform community on updates to berth work plans, answer questions about near term work</li> </ul>
<b>Activity</b>	<ul style="list-style-type: none"> <li>Public information session in Crofton to discuss the berth work planned. Provide an opportunity to understand updates to the plans and answer questions about the work that is proceeding in the near term</li> <li>Updates provided on project page, to North Cowichan Municipality and to Ferry Advisory Committee</li> </ul>
<b>Themes</b>	<ul style="list-style-type: none"> <li>Timelines of project work</li> <li>Introduction of Island Class vessels and improvements in traffic congestion</li> <li>Traffic Management Plans with existing infrastructure</li> </ul>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Provide regular updates to the community once work begins</li> <li>Inform community of any changes in project timeline as work is planned</li> </ul>



## Customer Engagement Activities in Q1 Fiscal 2025 continued:

Swartz Bay Terminal (Routes 1, 4, and 5)	
<b>Purpose</b>	<ul style="list-style-type: none"><li>• Inform customers, neighbours and local community on scope of project work, timelines and mitigations</li></ul>
<b>Activity</b>	<ul style="list-style-type: none"><li>• Information shared via projects page, and through direct communication with Lands End Residential Association (LERA) and all local neighbours (mailed project introduction letter), Piers Island Improvement District, Sea Star Ecocruising and Seaspam</li><li>• Project boards displayed at terminals, Service Notice posted to BC Ferries website and project page updates</li></ul>
<b>Themes</b>	<ul style="list-style-type: none"><li>• Expected timelines of project</li><li>• Project scope, impacts of work and mitigations</li><li>• Possible noise around terminal</li></ul>
<b>Next Steps</b>	<ul style="list-style-type: none"><li>• Provide monthly updates on project page and to LERA once work begins</li></ul>

We seek to advance reconciliation by engaging with First Nations whose rights and interests may be impacted by our projects and operations. The primary objective of this early and ongoing engagement is to identify any potential adverse impacts that our proposed activities may have on First Nations rights and interests, and to find ways to avoid or minimize these adverse impacts through the principle of seeking free, prior and informed consent.

**In Q1 Fiscal 2025, Indigenous Relations activities included consultations on the following projects and activities:**

Project	Description
<b>Shearwater berth rebuild</b>	Continued engagement with Heiltsuk Tribal Council and collaborated on a terms of reference for a Project Oversight Committee, signed April 18, 2024
<b>Crofton berth rebuild</b>	Continued to update Halalt First Nation on decreased scope and upcoming investigations
<b>Vesuvius berth rebuild</b>	Continued to engage with Quw'utsun Nation, as led by Lyackson First Nation, on decreased scope, archaeological concerns and upcoming investigations
<b>Nanaimo Harbour &amp; Gabriola Island berth rebuilds</b>	Intensive engagement to encourage participation of Snuneymuxw First Nation and to seek to address the Nation's requests
<b>Departure Bay berth 1 repairs</b>	Intensive engagement with Snuneymuxw First Nation to explore mitigations and support monitoring by the Nation, in the absence of any regulatory requirement
<b>Village Bay berth 1 repairs and shore stabilization</b>	Updates to Lyackson First Nation and discussions with Tsartlip First Nation, with a focus on solutions to erosion concerns
<b>Fulford Harbour</b>	Updates to Lyackson First Nation that the project has been scaled back to repairs
<b>Mill Bay repairs</b>	Engaged with Malahat Nation on upcoming repairs, including notification of when contractors would be on site for visual assessment
<b>Swartz Bay Berth 5</b>	Responded to concerns from Tseycum First Nation over the approval process for the project

In Q1 Fiscal 2025, Indigenous relations outreach and relationship building activities included:

First Nation/ Tribe	Description
<b>Tsawwassen First Nation</b>	<ul style="list-style-type: none"> <li>Attended Tsawwassen Treaty Day with leadership on April 3</li> <li>Collaborated to resolve nuisance issues on the Tsawwassen causeway beach, to close the causeway beach to the public to support Tribal Journeys, and committed to collaborate on a causeway beach access management plan</li> </ul>
<b>Snuneymuxw First Nation</b>	<ul style="list-style-type: none"> <li>Monthly relationship building meetings in support of achieving our shared priorities, including a meeting with President and CEO Nicolas Jimenez and Chief Wyse on April 15</li> </ul>
<b>Tsartlip First Nation</b>	<ul style="list-style-type: none"> <li>Monthly relationship building meetings in support of achieving our shared priorities, with a focus on solutions to erosion concerns</li> </ul>
<b>Malahat Nation</b>	<ul style="list-style-type: none"> <li>Monthly relationship building meetings in support of achieving our shared priorities, with a focus on impacts of the Mill Bay terminal</li> <li>Attended and sponsored a pizza and movie community event to talk about relationship building and local impacts</li> </ul>
<b>Halalt First Nation</b>	<ul style="list-style-type: none"> <li>Continued engagement to strengthen relationships</li> </ul>
<b>Council of Haida Nation</b>	<ul style="list-style-type: none"> <li>Engagement to arrange for Board meetings at Haida Gwaii in June with discussions resulting in a BC Ferries commitment to raise the Haida flag at Skidegate terminal in September</li> </ul>
<b>Tsawout First Nation</b>	<ul style="list-style-type: none"> <li>Continued engagement to address issues of importance to Tsawout, including its Marine Use Law and Indigenous employment</li> </ul>
<b>shíshálh Nation</b>	<ul style="list-style-type: none"> <li>Implementation of a reservation support process for leadership and elders travel</li> </ul>
<b>K'omoks First Nation</b>	<ul style="list-style-type: none"> <li>Outreach to ensure we remain connected and continue to foster our relationship</li> </ul>

# Appendix A

## Definition of Terms

Q1 Fiscal 2025  
(APR, MAY, JUN)

<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

Q1 Fiscal 2025  
(APR, MAY, JUN)

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