

Feedback and Engagement Report

Q2 Fiscal 2024

Quarter ended September 30, 2023



Feedback and Engagement Report

Executive Summary

Q2 Fiscal 2024
(JUL, AUG, SEP)

Q2 Fiscal 2024 Summary

Across the fleet, BC Ferries experienced a reduction in both cancellations and cancellations related to crew availability, compared to the previous quarter.

Following a delayed return from refit due to a mechanical complication with the propulsion system, the *Coastal Celebration* resumed service on the Tsawwassen–Swartz Bay route on July 4. From June 28 to July 3, there were eight fewer daily sailings between Tsawwassen and Swartz Bay than originally planned. All reserved customers (over 7,500 bookings) were accommodated on alternate same-day sailings. As there were a limited number of spaces on each sailing for standby vehicles, customers without a confirmed booking were strongly encouraged to travel as walk-on passengers.

On July 17, the *Coastal Celebration* then experienced a mechanical issue. From July 19 - 27, all sailings were suspended while it was repaired. The material in all four blade seals was identified as faulty. All four seals were replaced, and the ship returned to service on July 28. Approximately 7,200 customer bookings were moved to alternate same-day sailings. Extra late-night sailings were added from Swartz Bay at 11:00 pm on July 20, 21 and 23, returning at 1:00 am from Tsawwassen.

On August 3, we introduced a virtual waiting room for online bookings during peak periods. This is designed to provide stability on the website when an extremely high number of customers are making a booking. Customers are placed in the first-in, first-out waiting room when website traffic volumes are above normal. Among other preparations, this assisted with a successful BC Day long weekend.

On August 16, the *Coastal Renaissance* (Tsawwassen–Duke Point), experienced a mechanical issue and is undergoing repairs and remains out of service.

On August 30, we announced that, where possible, BC Ferries is converting changing facilities and single-occupancy washrooms in employee and customer spaces onboard vessels and at terminals to all-gender spaces that provide privacy for individual use. For employees, we are in the process of providing access to hygiene products in women's and all-gender washrooms. For customers, we are replacing paid hygiene dispensers with free dispensers in existing women's washrooms. Next year, we will expand access to hygiene products to the customer-facing all-gender washrooms.

On the morning of September 23, our payment processor Moneris experienced a Canada-wide outage, which prevented us from processing credit and debit transactions. Operations continued and payments were processed manually or with cash. Electronic payments resumed late morning.

CUSTOMER EXPERIENCE

91

The Customer Experience score for Q2 Fiscal 2024 is 100

(NO CHANGE from 91, Q2 F2023)

CUSTOMER COMPLAINTS

5.6

5.6 complaints were received for every 10,000 customers travelling in Q2 Fiscal 2024

(UP from 5.4, Q2 F2023)

CUSTOMER SERVICE CENTRE

91%

Customers satisfied with their Customer Service Centre (CSC) experience

(DOWN from 92%, Q2 F2023)

STALE RESPONSE RESOLUTION

44%

Customers who did not receive a response within Q2 target of 14 days

(DOWN from 48%, Q2 F2023)

CUSTOMERS SERVED

Customer Type	Q2 Fiscal 2023	Q2 Fiscal 2024	YOY Change
Foot passengers	1,156,862	1,313,187	+14%
Vehicle passengers	6,309,988	6,454,197	+2%
Total vehicles	2,994,227	3,013,114	+1%

7,767,384 customers travelled with BC Ferries in Q2 Fiscal 2024, compared to 7,466,850 in Q2 Fiscal 2023 (4% increase in passenger volume).

COMMENTS, INQUIRIES AND PHONE CALLS

Channels	Q2 Fiscal 2023	Q2 Fiscal 2024	YOY Change
Comments	8,136	8,208	+1%
Phone Calls	131,253	154,300	+18%
Social Media (inbound)*	16,601	16,432	-1%
Twitter	10,019	9,667	-4%
Facebook	2,764	3,193	+16%
Instagram	3,255	3,553	+9%
LinkedIn	26	19	-27%

OVERALL CUSTOMER EXPERIENCE

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

Main contributors to a below-average score:

On-time performance

Down 7% compared to four-year historical average for Q2

Reliability index

Down 0.3% compared to four-year historical average for Q2

Percentage of positive comments

Down 33% compared to four-year historical average for Q2

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

TOP THREE COMPLAINT AREAS

Major routes	% of all complaints
Routes 1, 2, 3, 30	
Advanced bookings	32%
Fares/fare errors	23%
Customer Service	9%
Minor routes	% of all complaints
All other routes	
Fares/fare errors	25%
Sailings/schedule	18%
Customer Service	11%

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

Customer Experience Dashboard

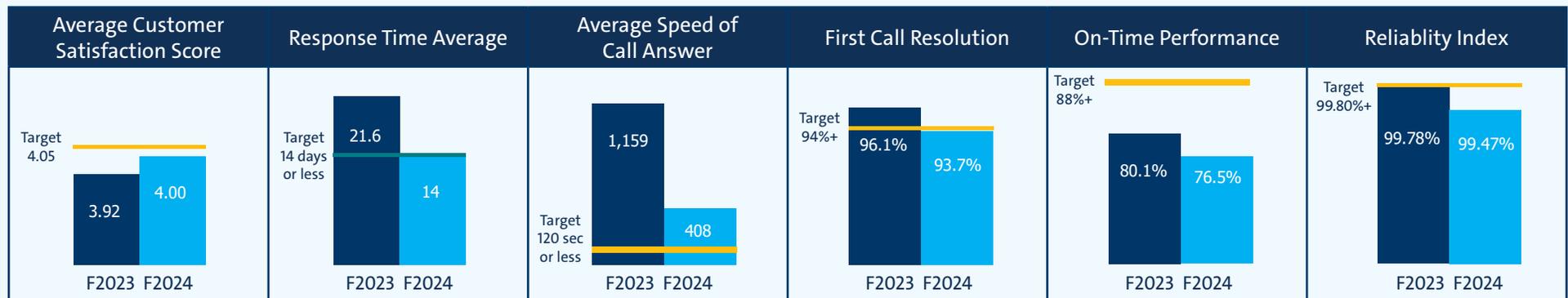
Quarterly Results

Q2 Fiscal 2024
(JUL, AUG, SEP)

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



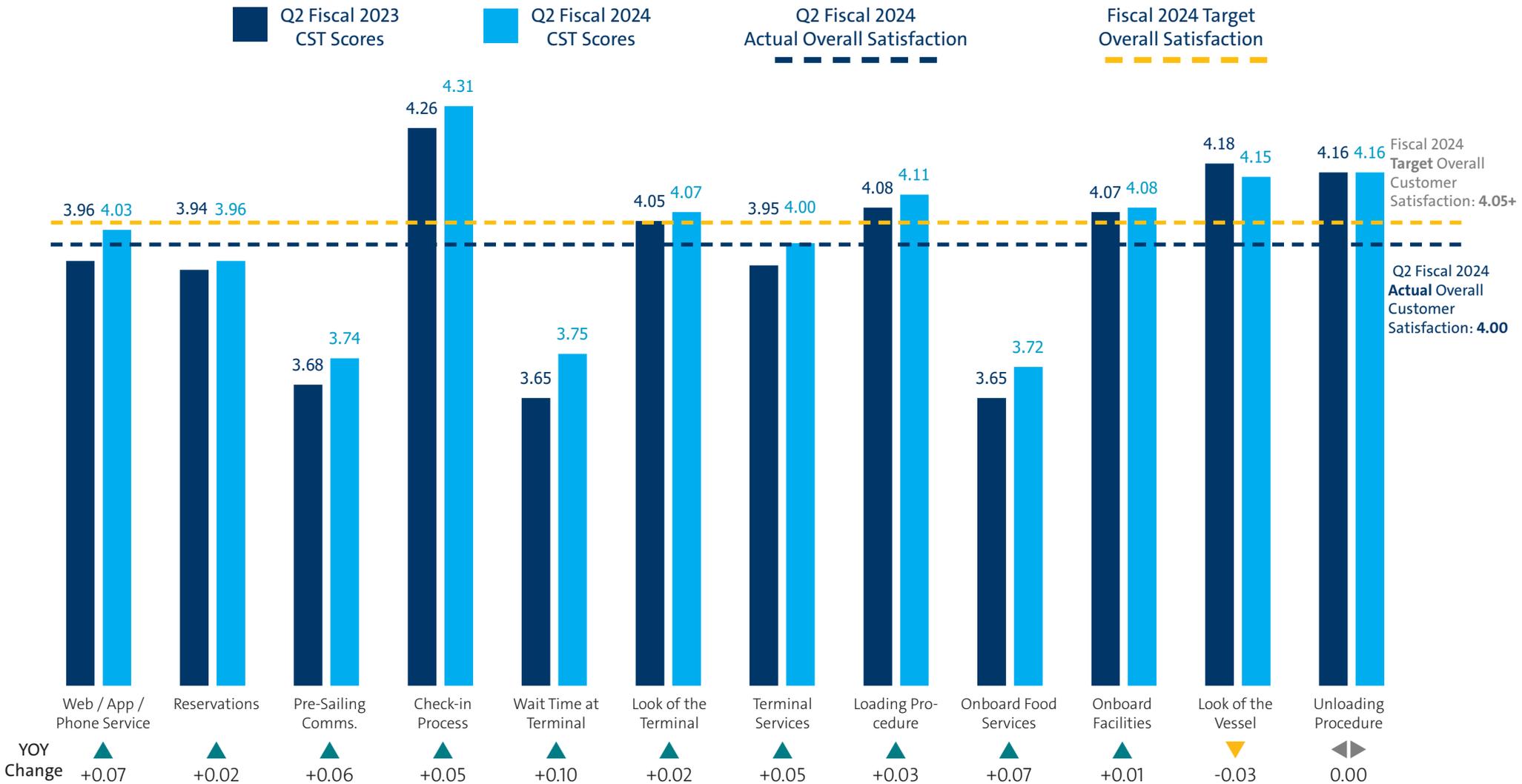
Current Performance Relative to Q2 Fiscal 2023 and Targets



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

Passenger Satisfaction throughout the BC Ferries Journey

Q2 Fiscal 2024
(JUL, AUG, SEP)



The blue dashed line represents the “Overall Satisfaction Score” for August Q2 Fiscal 2024 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 (4.31), and the unloading procedure (4.16). Passenger “low points” include onboard food services (3.72), the wait time at the terminal (3.75) and pre-sailing communications (3.74). The Q2 Fiscal 2024 pattern of results typically follows that of Q2 Fiscal 2023, however, satisfaction with most areas has increased since Q2 Fiscal 2023.

Customer Satisfaction Tracking

Intercept Surveys (August Wave)

Q2 Fiscal 2024
(JUL, AUG, SEP)

Total CST surveys completed



August Fiscal 2023: 6,174
(+39% YOY)

Overall Customer Satisfaction Score



August Fiscal 2023: 3.92
(+0.08 YOY)

Overall Customer Satisfaction Percentage



August Fiscal 2023: 79%
(+2% YOY)

Net Promoter Score (NPS)



August Fiscal 2023: 2
(+1 YOY)

Overall Customer Satisfaction by Route

The overall customer satisfaction score increased compared to the Q2 Fiscal 2023 score. Analysis by route shows that passengers on Route 5/9 (Swartz Bay/Tsawwassen - Southern Gulf Islands) are the most satisfied with their overall experience (4.26) while passengers travelling on Route 3 (Horseshoe Bay - Langdale) are the least satisfied (3.71). The shifts in the Overall Customer Satisfaction Scores year over year (YOY) for each route are noted in the table below.

Overall Customer Satisfaction Question:

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

Route	Q2 Fiscal 2023	Q2 Fiscal 2024	Change
Routes 5/9	3.88	4.26	+0.38
Route 3	3.55	3.71	+0.16
Route 1	4.00	4.13	+0.13
Route 4	4.10	4.21	+0.11
Route 2	3.91	3.84	-0.07
Route 19	4.24	4.14	-0.10
Route 30	4.03	3.87	-0.16

Service Areas with the Largest YOY Changes

Largest increases in customer satisfaction

Service Areas	Q2 Fiscal 2023	Q2 Fiscal 2024	Change
Play area for children	3.31	3.51	+0.20
Pet area	2.99	3.18	+0.19
Workstations	3.65	3.8	+0.15
Usefulness of digital information screens at the terminal	3.75	3.89	+0.14

Source: August F2024 CST Survey

Largest decreases in customer satisfaction

Service Areas	Q2 Fiscal 2023	Q2 Fiscal 2024	Change
Ease of access, overall (people w/ accessibility requirements)	3.99	3.93	-0.06
Outside appearance of the vessel overall	4.15	4.1	-0.05
Parking options (terminal)	3.58	3.57	-0.01
Latest ferry late enough	3.76	3.75	-0.01

Source: August F2024 CST Survey

Customer Satisfaction Trends

Central and North Coast (Routes 10 and 11)

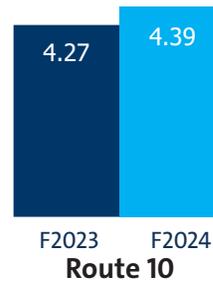
Q2 Fiscal 2024
(JUL, AUG, SEP)

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

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

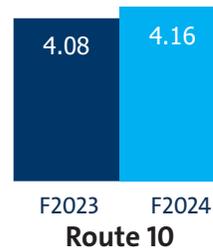
Overall Satisfaction

Year-over-year comparisons of overall satisfaction scores for Q2 suggest that satisfaction has increased for passengers on both Route 10 (+0.12) and Route 11 (+0.15).



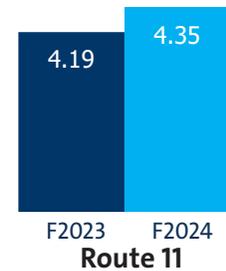
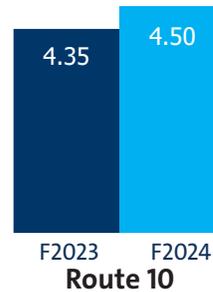
Terminal Satisfaction

Year-over-year comparisons of terminal satisfaction scores for Q2 suggest that passengers' terminal satisfaction rating has increased on both Route 10 (+0.08) and Route 11 (+0.16).



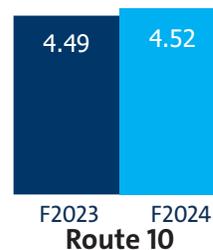
Onboard Satisfaction

Year-over-year comparisons of onboard satisfaction scores for Q2 suggest that satisfaction has increased for passengers on both Route 10 (+0.15) and Route 11 (+0.16).



Safety of Ferry Operations

Year-over-year comparisons of satisfaction levels with safety of ferry operations for Q2 suggest that passengers' rating of safety has increased on both Route 10 (+0.03) and Route 11 (+0.08).



Value for Money of Fares

Year-over-year comparisons of passenger assessments of value for money of fares for Q2 suggest that passengers' ratings have increased on both Route 10 (+0.12) and Route 11 (+0.06).



Customer Relations (ResponseTek)

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

Q2 Fiscal 2024
(JUL, AUG, SEP)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 5.6)

In Q2 Fiscal 2024, BC Ferries received **2,653** total complaints regarding these routes.

There were a number of significant mechanical cancellations on the Tsawwassen–Swartz Bay and Tsawwassen–Duke Point routes in Q2. There were only two sailings cancelled on the three major routes due to crew availability.

Following a delay in return to service that occurred during refit, the *Coastal Celebration* began operating on the Tsawwassen–Swartz Bay route on July 4. However, on July 17, the *Coastal Celebration*, operating between Tsawwassen and Swartz Bay, was removed from service when a hydraulic oil leak in the #2 end propeller was detected. After the cancellation of one round trip, the vessel returned to service while the leak was observed and investigated. On July 19, the vessel was removed from service and on July 24, it entered dry dock. Following repairs, the vessel returned to service on July 28.

On August 16, the *Coastal Renaissance*, operating between Tsawwassen and Duke Point, experienced a mechanical issue with both drive motors. The vessel returned to the dock with the aid of a tug. Traffic onboard was backed off and staged in standby lanes at Tsawwassen. The vessel was removed from service and replaced by the Queen of Alberni as a main vessel on the route through September 4. Supplementary sailings, originally planned to be provided by the Queen of Alberni, were cancelled. Customers with reservations were moved to alternate sailings, when possible, or had their bookings cancelled and refunded. The vessel remains in dry dock, with an expected return to service in December, in time for the holiday season.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 19%)

Complaint	Number of complaints (n)
Advanced bookings	
Revised/cancelled bookings (Customers unhappy with BC Ferries' handling of revised/cancelled bookings)	275
Double-charged/overcharged	241
Increase flexibility of check-in time	55

- We moved bookings in chronological order to later sailings, where possible. If a booking could not be moved or if the customer decided not to travel, cancelled bookings were refunded. If the customer experienced a controllable cancellation, a travel voucher was provided for future travel as an in-kind gesture.
- Customers with cancelled Saver bookings who travelled later at a higher fare were provided an additional voucher, on a case-by-case basis, when the fare difference vastly exceeded the voucher value.
- Provided reimbursement on a case-by-case basis for expenses incurred as a direct result of controllable sailing cancellations.
- Investigated reports of double charges. In some cases, customers made two identical bookings in error; in other cases, two charges were processed at the terminal. We refunded all incorrect charges and provided explanations as to why charges occurred.
- Check-in time cannot be changed, they support on-time departures and safe operations.



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 29%)

Complaint	Number of complaints (n)
Fares/fare errors	
No-show fee charged in error	150
Double-charged/overcharged	130
Fare refund not yet received	113

- Investigated reports of bookings not redeemed, and refunded no-show fees as appropriate.
- No-show fees are applied automatically to bookings not redeemed on the day of travel. In some cases, agents do not redeem bookings; in other cases, particularly with Travel Assistance Program (TAP) travel, customers do not inform the ticket agent of the booking. Some customers also neglect to cancel their bookings, incurring the fees, and then request a refund.
- Provided additional training for staff to ensure they are redeeming all bookings, regardless of traffic volumes or check-in time.
- Investigated the root cause of point-of-sale systems occasionally charging customers twice; the first PIN pad transaction was identified as incomplete, but payment was still taken. When this occurred, customers were refunded.



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 14%)

Complaint	Number of complaints (n)
Customer service	
Poor customer service (Check-in)	103
Poor customer service (Terminal staff)	49
Poor customer service (Onboard staff)	21

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

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

Customer Relations (ResponseTek)

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

Q2 Fiscal 2024
(JUL, AUG, SEP)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 5.2)

In Q2 Fiscal 2024, we received **825** total complaints regarding these routes.

On September 2, the last three round trips on the Earls Cove–Saltery Bay route were cancelled due to crewing shortages, preventing a number of customers from reaching their destination that night.

Though the number of cancellations improved compared to the previous quarter, on-time performance was down in comparison to Q1 Fiscal 2024. With just over 55% of sailings on the Horseshoe Bay–Snug Cove route and just under 59% of sailings on the Horseshoe Bay–Langdale route departing on time or within 10 minutes of schedule, a number of customers expressed frustration about the delays.

Some customers travelling with complimentary TAP bookings on the Langdale–Horseshoe Bay and Comox–Powell River routes were charged the no-show fee, despite arriving on time for their sailing.

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



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 28%)

Complaint	Number of complaints (n)
Fares/fare errors	
No-show fee charged in error	131
Incorrect fare charged (Senior rate, etc.)	20
Travel Assistance Program (TAP) form issue	20

- Investigated reports of bookings not redeemed, and refunded no-show fees as appropriate.
- Continued to train ticket staff at Langdale to ensure redemption of Saver fare and Travel Assistance Program (TAP) bookings, to avoid no-show charges.
- Followed up with customers travelling on TAP who mistakenly believed that presenting the TAP form would automatically trigger redemption of their booking.
- Denied refund requests for Senior fares when ID was not presented at the time of travel.
- Customers travelling on TAP must present a complete and valid form to travel at no cost. Customers with incomplete forms are not eligible for complimentary travel, per Medical Services Plan guidelines. Customers are provided information to support future success with TAP travel. Terms and conditions are provided during the booking process, and are included in email confirmations.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 15%)

Complaint	Number of complaints (n)
Sailings/schedules	
Sailing waits/delays (Frequency of delays and waits between sailings)	78
Cancelled sailings (Frustration due to cancelled sailings)	28
Dislikes current schedule (Rts. 3, 17)	18

- At Horseshoe Bay terminal, delays on one route can lead to delays on the other two routes, due to the physical limitations of the bay and terminal. We make every effort to remain on schedule to prevent cascading delays on all three routes.
- We reimbursed customers for expenses, in line with our compensation guidelines, when cancellations within our control prevented them from reaching their destination on the same day.
- The *Coastal Ferry Services Contract* that comes into effect April 1, 2024 provides higher core service levels during peak periods on the Horseshoe Bay–Langdale route. When demand exists and conditions allow for additional sailings, we frequently exceed the core service levels on several routes.



YOY Change:
NO CHANGE
(Q2 Fiscal 2023: 12%)

Complaint	Number of complaints (n)
Advanced bookings	
Change/Cancellation policies are unfair/poorly communicated	19
Improve process for modifying bookings	14
Lack of availability	13

- Customers must agree to the terms and conditions of their booking, including cancellation and no-show policies, prior to completion. No-show fees encourage customers to use or change their bookings, and discourage customers from making multiple bookings, thus maintaining bookable space for customers who intend to travel.
- Customers can change or cancel their booking via the website or the BC Ferries app, or by calling the Customer Service Centre.

*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)

Q2 Fiscal 2024
(JUL, AUG, SEP)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 4.1)

In Q2 Fiscal 2024, we received **367** total complaints regarding these routes.

Cancellations, mainly crew-related, increased on the Crofton–Vesuvius route this quarter, compared with the previous quarter. On the Nanaimo Harbour–Gabriola Island route, overall cancellations decreased, and only one round trip was cancelled because of crew availability.

A mechanical issue with the #2 thruster on the *Island Gwawis* led to the removal of the vessel from service for most of the day on July 15 and the morning of July 16. The *Island Kwigwis* provided service during this time. The vessel returned to service following repairs.

A technical issue with deferred payments tied to “cards on file” led to customers being incorrectly charged the full fare at the time of booking.



YOY Change:
NO CHANGE
(Q2 Fiscal 2023: 22%)

Complaint	Number of complaints (n)
Fares/fare errors	
No-show fee charged in error	21
Double-charged/overcharged	20
Incorrect fare charged (Senior rate, etc.)	19

- Investigated reports of bookings not redeemed, and refunded no-show fees as appropriate.
- Reviewed all reports of duplicate charges or overcharges, and assisted customers with refunds on an individual basis. Double payments related to a technical issue with payment processing at the ticket booth are under investigation.
- Denied refund requests for Senior fares when ID was not presented at the time of travel.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 7%)

Complaint	Number of complaints (n)
Advanced bookings	
Double-charged/overcharged	15
Wait-list process/policies (Improve and/or clarify)	12
Revised/cancelled bookings (Unhappy with BC Ferries' handling of revised/cancelled bookings)	6

- Investigated and refunded deferred payments charged in error. A workaround to prevent incorrect charges related to deferred payments was put in place, with a permanent fix planned for early January 2024.
- Assisted customers who were confused by the wait-list process and the emails received regarding their wait-listed bookings.
- Customers who wish to change their travel to a different route type (e.g., Tsawwassen–Southern Gulf Islands to a thru fare) must cancel their existing booking, incurring any associated fees, and re-book on the new route.



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 20%)

Complaint	Number of complaints (n)
Sailings/schedules	
Cancelled sailings (Frustration due to cancelled sailings)	23
Sailing waits/delays (Frequency of delays and waits between sailings)	13
Add more sailings	7

- When sailings were cancelled, water taxi service was offered where possible. Customers travelling between Salt Spring Island and Vancouver Island had the option of sailing between Fulford Harbour and Swartz Bay, if travelling in a vehicle was imperative.
- Customers onboard the *Island Gwawis* when it experienced a mechanical issue on July 15 were offloaded, their fares were refunded, and they were provided priority loading on the next departing sailing.
- Service levels are determined by the *Coastal Ferry Services Contract*. We meet and frequently exceed the requirements of the contract.

*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)

Q2 Fiscal 2024
(JUL, AUG, SEP)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 1.7)

In Q2 Fiscal 2024, we received 150 total complaints regarding these routes.

Overall, cancellations were down compared with the previous quarter; however, cancellations related to crew availability increased.

On the morning of July 12, the *Baynes Sound Connector* experienced a mechanical issue with the forward safety gate, which prevented offloading at the Denman West terminal. The vessel returned to Buckley Bay, where repairs were made. The vessel then returned to Denman West, where customers disembarked after approximately two hours onboard. Two round trips were cancelled before service resumed.

In response to increased traffic and customer feedback regarding sailing waits on routes serving Denman and Hornby Islands, we provided additional capacity on the Denman–Hornby Island route from May to December by replacing the *Kahloke* (21-vehicle capacity) with the *Quinitsa* (44-vehicle capacity). From June 22 to September 4, the *Kahloke* operated alongside the *Baynes Sound Connector* to provide two-ship service from Monday to Friday between Denman Island and Buckley Bay. Customer feedback regarding the changes was positive.



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 32%)

Complaint	Number of complaints (n)
Sailings/schedules	
Cancelled sailings (Frustration due to cancelled sailings)	11
Sailing waits/delays (Frequency of delays and waits between sailings)	11

- Cancelled sailings only when all options were exhausted, and informed customers.
- The *Coastal Ferry Services Contract* that comes into effect April 1, 2024 provides for more capacity on both the Buckley Bay–Denman Island and Denman Island–Hornby Island routes, year-round.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 14%)

Complaint	Number of complaints (n)
Loading/directions	
Improve loading/unloading procedure	10
Increase traffic management at/outside of terminal	6
Vehicle damaged during loading/unloading	4

- Following the introduction of two-ship Island Class service between Campbell River and Quadra Island, courtesy lanes for customers travelling on to Cortes were removed based on the higher frequency of sailings. We are monitoring the two-ship service, and are currently re-evaluating the new procedures.
- We ensured traffic control personnel are present year-round on the Campbell River–Quadra Island route. Quathiaski Cove has one to two employees October–May during peak hours, and two to three employees June–September until 7:00 pm. On the Quadra Island–Cortes Island route, Herriot Bay has two traffic control personnel on-site from June–September.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 14%)

Complaint	Number of complaints (n)
Fares/fare errors	
Incorrect fare charged (Senior rate, etc.)	11
Double-charged/overcharged	6
Experience™ Card Issue	5

- We denied refund requests for Senior fares when ID was not presented at the time of travel.
- Customers at Buckley Bay whose destination is Hornby Island as well as customers at Campbell River whose destination is Cortes Island have the option to pay the full thru fare at the originating terminal. In some cases, customers lose their tickets for their second sailing, or they change travel plans. We provided refunds to customers, on a case-by-case basis, for the unused second leg of their paid travel.
- We assisted customers with any issues related to their Experience™ Card.

*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)

Q2 Fiscal 2024
(JUL, AUG, SEP)

Complaints per
10,000 Passengers*



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 14.3)

In Q2 Fiscal 2024, we received **113** total complaints regarding these routes.

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. We continue to review the work required to bring the dock back into service for safe operation.

On August 3, the City of Prince Rupert issued a boil water advisory due to emergency construction on a water main. Water is being shipped to the *Northern Adventure* for the foreseeable future.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 11%)

Complaint	Number of complaints (n)
Advanced bookings	
Double-charged/overcharged	7
Wait-list process/policies (Improve and/or clarify)	5
Improve email communications	3

- Investigated complaints related to double charges and overcharges, and provided refunds as appropriate. In some cases, customers had made more than one booking in error; in other cases, their credit cards were erroneously charged a second time.
- Customers whose wait-listed bookings are promoted to confirmed, but where no payment is taken, receive an automatic no-show email when the booking is not redeemed. We assure these customers that, because payment information was not taken, no payment was processed.
- Re-sent booking information, where possible, to European customers with a “.de” email extension; these customers are not able to receive emails from BC Ferries ‘no reply’ email address.



YOY Change:
Complaints are DOWN
(Q2 Fiscal 2023: 40%)

Complaint	Number of complaints (n)
Fares/fare errors	
No-show fee charged in error	7
Double-charged/overcharged	5
Fare refund not yet received	4

- Investigated reports of unredeemed bookings. Customers whose bookings are not cancelled and not redeemed are charged a no-show fee. Customers who travelled on their reserved sailing or who attempted to cancel are provided refunds as appropriate; customers who did not travel or cancel are provided information so they can avoid these fees in the future.
- Investigated comments related to additional charges. Customer confusion regarding credit card statements account for some of these complaints, while others were erroneously charged twice for their travel. We refunded additional charges.



YOY Change:
Complaints are UP
(Q2 Fiscal 2023: 9%)

Complaint	Number of complaints (n)
Onboard Amenities	
Improve the pet area	5
Improve cabins	4

- Guide dogs and service animals are permitted in the passenger areas of the vessel; all other pets must remain on the vehicle decks, either in a vehicle or the designated pet area. Customers are allowed supervised access to their pets at select times during sailing.
- Concerns regarding cabins are addressed on board whenever possible. One customer experienced a plumbing issue, which necessitated a move to a new cabin, while another had to wait for the cabin to be cleaned.

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

Customer Engagement Activities

Ferry Advisory Committees (FAC)

BC Ferries has 13 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 (e.g., terminal development plans).

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

FAC Activities

In Q2 Fiscal 2024, Ferry Advisory Committees were engaged in the following meetings and activities:

FAC meetings with:

- Gabriola Island
- Bowen Island
- Gambier/ Keats
- Southern Sunshine Coast
- Northern Sunshine Coast
- Chemainus/ Thetis/ Penelakut
- Quadra/ Cortes
- Denman/ Hornby

- Met with Chemainus/ Thetis/ Penelakut FAC to discuss the *Kuper* refit and possible schedule changes
- Hosted two all-FAC member meetings to receive input and feedback on the first draft of the FAC Terms of Reference (ToR) revisions (day and evening sessions offered)
- Held the annual FAC Chairs meeting, which included three separate days of meetings hosted by BC Ferries:

Day 1: Meeting and tour of the Operational Security Centre, including information-sharing on the communications process. An evening ‘speed-dating’ session allowed FAC Chairs an opportunity for one on one conversations with representatives of BC Ferries Executive, BC Ferry Commissioner, BC Ferries Authority Board, BC Ferries Services Board, and the BC Ministry of Transportation and Infrastructure.

Day 2: FAC Chairs met separately with decision-makers, including BC Ferries Executive, BC Ferry Commissioner, BC Ferries Authority Board, BC Ferries Services Board and BC Ferry & Marine Workers’ Union.

Customer Engagement Activities

FAC Activities continued

In Q2 Fiscal 2024, Ferry Advisory Committees were engaged in the following meetings and activities:

Day 3: FAC Chairs met with BC Ferries Chief Executive Officer and Vice President of Strategy and Planning to discuss updates and a review for BC Ferries over the past 12 months. In addition, FAC Chairs presented their top areas for discussion, including communications, capacity, traffic management, crewing and on-time performance.

- Met with Campbell River/Quadra Island/Cortes Island FAC to discuss the operational questions, specifically for those travelling to Cortes
- Met with Keats Island FAC members to discuss FAC representation and schedule concerns

Themes

In Q2 Fiscal 2024, discussions with Ferry Advisory Committee members included the following key themes:

- Concerns around crewing shortages and traffic management at terminals
- Discussions around sailing cancellations, refunds and compensation
- Discussions around the Travel Assistance Program (TAP) and Medical Assured Loading
- Communications with travellers, including service notices and community pages

Customer Engagement Activities

Community drop-in sessions:

In-person community drop-in sessions were held to provide residents with an opportunity to learn about terminal and vessel plans, to provide feedback directly to BC Ferries, and to share other information relevant to ferry services in their community. Drop-in sessions took place as follows:

- Monday, September 18 - Gabriola Island (evening session)
- Wednesday, September 20 - Gibsons, Southern Sunshine Coast (evening session)
- Thursday, September 21 - Powell River, Northern Sunshine Coast (evening session)

During these community drop-in events, BC Ferries staff experienced interactions that raised important issues regarding the safety and security of staff in public settings. These events resulted in BC Ferries pausing all in-person events while it implements a fulsome safety and security plan for community engagement activities.

Customer Engagement Activities continued

As a result, the following changes were made:

Date	Event	Change
Tuesday, September 26	Chemainus/ Thetis/ Penelakut FAC Meeting	Moved to virtual
Tuesday, September 26	Thetis Island Community Drop-in	To be rescheduled
Wednesday, September 27	Quadra/ Cortes FAC Meeting	Moved to virtual
Wednesday, September 27	Cortes Island Community Drop-In	To be rescheduled
Thursday, September 28	Tri-Islands FAC Meeting	To be rescheduled
Friday, September 29	Denman/ Hornby FAC Meeting	Moved to virtual
Tuesday, October 3	Salt Spring Island FAC Meeting	To be rescheduled
Thursday, October 5	Southern Gulf Islands FAC Meeting	Moved to virtual
Saturday, October 14	Pender Island Community Drop-in	To be rescheduled
Saturday, October 21	Mayne Island Community Drop-in	To be rescheduled

BC Ferries is fully committed to community engagement, and is working to continue in-person meetings with FACs and communities in a safe manner as quickly as possible.

MIALS Community Bus – July 27, 2023

A review of the Mayne Island Assisted Living Community Bus project was held to discuss the continued support of the program. The outcome was very positive for both BC Ferries and the Mayne Island community, and the project has been continued for another year.

Chemainus/ Thetis/ Penelakut Schedule Consultation – July – September 2023

Meetings were held with members of the Ferry Advisory Committee, Penelakut Tribe and the Transportation Manager for School District 79 to collaborate on the proposed changes to Route 20 schedule during the refit period for *Kuper*. Through this collaborative effort, a revised schedule was developed and communicated to the community.

Salt Spring Island Harbour Authority Meeting – July 21, 2023

BC Ferries teams met with the Salt Spring Harbour Authority at Fulford Harbour to discuss mitigations to vehicle traffic at both terminals on the island, and to provide updates on terminal work.

Gabriola Island Class Tour – Island Kwigwis – September 23, 2023

BC Ferries hosted the Gabriola Island Ferry Advisory Committee on the *Island Kwigwis*, where our Fleet Operations team provided them a tour of the vessel.

Destination BC – Cortes Island Tourism Planning – October 2023

BC Ferries met with Destination BC representatives to discuss tourism opportunities on Cortes Island.

Customer Engagement Activities

Customer Engagement Activities continued

Ferry Advisory Committee Terms of Reference Review – July – August 2023

In Q2 Fiscal 2024, BC Ferries continued to work on the Ferry Advisory Committee Terms of Reference in keeping with the recommendations offered by the BC Ferry Commission through their *Review of BC Ferries' Public Engagement*. As a second step in this process, Ferry Advisory Committee members were invited to provide feedback on a first draft of a revised Terms of Reference. All FAC Chairs and 44 members participated. A second draft of the Terms of Reference incorporates the feedback received has now been completed. The results of the safety and security planning for FAC meetings may have implications for the Terms of Reference as BC Ferries seeks to ensure clear roles and responsibilities during meetings to ensure the safety of all participants. Once changes are made to reflect the new safety and security plans, the second draft of the Terms will be provided to Chairs and membership for their final review and input.

Hornby Island Midden Disturbance – August 21, 2023

BC Ferries was working on the installation of a water cistern at the Shingle Spit terminal to address water shortages that result in washroom closures at this terminal and that negatively impact our customers. During this work, a sensitive environmental and archeological area was disturbed. Work was immediately stopped, and senior members of the BC Ferries team went to the site to meet with community members and representatives from K'ómoks and Qualicum First Nations. BC Ferries is now working with K'ómoks and Qualicum Nations to determine how they would like to see the site remediated following the disturbance. While this work occurs, the site has been covered to protect it from rain and erosion.

Denman/ Hornby Engagement Summary Report – October 4, 2023

The report summarizing the input BC Ferries received about summer schedules, the Denman East Terminal upgrades and other community-generated topics was released on the Denman and Hornby Island community pages, sent to FAC members, and distributed to those subscribed to updates from the community pages.

Project-based Engagement Activities

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

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

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.

Customer Engagement Activities

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Title of project	Snug Cove Marine Life Extension	Vesuvius and Crofton Trestle Life Extension Project	Swartz Bay Berth 5 Marine Work	Nanaimo Harbour Terminal Trestle and Pontoon Life Extension
Purpose of Engagement	Discuss the scope of work around the project and listen to input on how we can work together to help mitigate impacts on the community	Inform community of ongoing project work and safety improvements happening at the terminals	Discuss the scope of work around the project and listen to input on how we can work together to help mitigate impacts on nearby residents; obtain required permits and approvals	Inform community of work required on the trestle
Engagement Activities	Meetings with Bowen Island Municipality, Bowen Island Transportation Advisory Committee, Bowen Island FAC; held an open house and workshop with community members in addition to online engagement	Direct communication with neighbours and the Salt Spring Island FAC, and via Service Notices and the project page	Met with Lands End Residential Association (LERA) and District of North Saanich, and communicated via the project page	Met with local residents and Gabriola FAC; also communicated via the project page and through Service Notices
Key Themes	Communication with residents and businesses Mitigation plans during project, including transportation on Bowen Island	Night work and noise bylaw variance	Noise bylaw variance	Night work and noise bylaw variance
Next Steps	Host an engagement event with key stakeholders to collaborate on mitigation plans and berth closure dates	Communications on project status and completion of project	Host an information session with local stakeholder groups to inform on project plans and updates	Communications on status and completion of project

Indigenous Relations and Engagement

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 cause to Aboriginal rights and interests, and to find ways to avoid or minimize these adverse impacts through the principle of free, prior and informed consent. Our goal is to build robust relationship with First Nations that will allow us to explore opportunities for collaboration and participation.

In Q2 Fiscal 2024, Indigenous relations engagement activities included:

Terminal Development Projects

Campbell River Terminal Construction	BC Ferries continues to engage with We Wai Kum and Wei Wai Kai First Nations to discuss the start of the Campbell River terminal project and to inform the Nations about next steps in construction and development, including the opportunity for cultural recognition at the terminal. These discussions are ongoing.
Crofton and Vesuvius Terminal Development	BC Ferries continues to engage with the Halalt First Nation and Quw'utsun Nation to discuss the proposed Crofton and Vesuvius terminal projects and work towards addressing First Nations' interests and concerns. These discussions are ongoing.
Denman East Terminal Development	The Denman East Terminal Development project has been paused while the team prepares revised plans for First Nations and public review. BC Ferries continues to engage with the K'ómoks First Nation and the Qualicum First Nation.
Heriot Bay Terminal Development	BC Ferries continues to engage with Klahoose and other Nations to ensure development plans consider the needs of all parties. These discussions are ongoing.
Nanaimo Harbour and Gabriola Terminal Development	BC Ferries deepened engagement with Snuneymuxw First Nation to work towards addressing the Nation's specific concerns and requirements with regards to the Nanaimo Harbour and Gabriola Island terminals, and the Nation's broader interests in BC Ferries' operations. These discussions are ongoing.
Shearwater Berth Rebuild	BC Ferries continues to work closely with Heiltsuk Tribal Council to align the Shearwater berth rebuild with Heiltsuk's future plans for a marine centre of excellence.
Swartz Bay Berth 5 Project	Crown consultation with First Nations was completed and federal permits were issued so that upgrades to accommodate the new Salish Class vessel can begin.
Village Bay Berth 1 Rebuild Project	BC Ferries' relationship with Tsartlip First Nation has progressed such that engagement with the Nation on the Village Bay Berth 1 Rebuild Project can continue. These discussions are ongoing.
Whaletown Terminal Development	BC Ferries continues to engage with Klahoose and other Nations about development plans to consider the needs of all parties. These discussions are ongoing.

Outreach and Relationship-Building	
Halalt First Nation	Continued discussion of Halalt First Nation's interests with respect to the Crofton and Vesuvius terminal developments.
Heiltsuk Tribal Council	BC Ferries continues to engage with Heiltsuk to explore potential future opportunities and collaboration at marine sites.
K'ómoks First Nation	K'ómoks First Nation and BC Ferries continue to explore cultural recognition and preservation on Denman and Hornby Islands.
Klahoose First Nation	BC Ferries continues engagement to meet Klahoose requests, including exploring cultural recognition at the Whaletown terminal development and supporting an increase in assured loading for community members.
Malahat Nation	Malahat Nation and BC Ferries continue to engage on priority topics and local issues.
Penelakut Tribe	BC Ferries continues to engage with Penelakut Tribe on the protection of the sensitive site at Preedy Harbour, the renaming of the <i>Kuper</i> vessel and future terminal redevelopment planning at Penelakut, Thetis and Chemainus.
Qualicum First Nation	BC Ferries is commencing a relationship with Qualicum First Nation and prioritizing the exploration of cultural recognition and preservation on Denman and Hornby Islands.
Qw'utsun Nation	Qw'utsun Nation is the collective of Cowichan Tribes, Halalt First Nation, Lyackson First Nation, Penelakut Tribe, and Stz'uminus First Nation. BC Ferries is engaging the Nation both in the contexts of proposed projects and relationship building.
Snuneymuxw First Nation	Monthly working group meetings to implement the Relationship Protocol, including an exploration of Snuneymuxw's priority interests.
Tsartlip First Nation	Monthly working group meetings to implement the Relationship Protocol, including scoping the work ahead and resources required to achieve mutual goals.
Tsawout First Nation	Engagement to discuss upcoming projects on the Southern Gulf Islands and next steps for further relationship building.
Tsawwassen First Nation	BC Ferries is commencing a relationship re-start with Tsawwassen First Nation after many years.
We Wai Kai First Nation	Continued engagement on cultural recognition and employment priorities, particularly with respect to the Campbell River terminal development project and in collaboration with Wei Wai Kum First Nation.
Wei Wai Kum First Nation	Continued engagement on cultural recognition, particularly with respect to the Campbell River terminal development project and in collaboration with We Wai Kai First Nation

Customer Experience Dashboard Methodology

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

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

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

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

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

How is the Overall Customer Experience Performance Score Calculated?

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

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

Appendix B

Definition of Terms

Q2 Fiscal 2024
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Controllable Cancellations	Sailings cancelled due to controllable events such as loading procedure or fueling.
First Call Resolution (FCR)	The rate at which customers call back within the same day.
Fleet Reliability Index	Percentage of scheduled sailings that are not cancelled due to controllable events.
n	Symbol that represents either sample size (e.g., number of surveys collected) or count (e.g., number of complaints with a comment or rating). The number of complaints used for further analysis excludes general comments and comments without a rating.
Net Promoter Score (NPS)	A widely used customer satisfaction measure that considers the percentage difference between “promoters” and “detractors” within a company’s customer base. The NPS is a trademarked measure.
On-Time Performance	Percentage of scheduled sailings that depart or arrive within 10 minutes of the scheduled time, as applicable.
Stale Response Resolution	Percentage of passenger comments within the ResponseTek system that did not receive a response from the Customer Relations team within 7 days of the comment having been submitted in Quarters 3 and 4, and within 14 days of the comment having been submitted in Quarters 1 and 2.
Uncontrollable Cancellations	Scheduled sailings cancelled due to uncontrollable events such as inclement weather or medical emergencies.

Appendix C

Routes and Terminals by Region

Q2 Fiscal 2024
(JUL, AUG, SEP)

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	Fulford Harbour - Swartz Bay
Route 5	Swartz Bay to Southern Gulf Islands
Route 6	Vesuvius - Crofton
Route 9	Tsawwassen - Southern Gulf Islands
Route 12	Brentwood Bay - Mill Bay
Route 19	Nanaimo Harbour - Descanso Bay
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