



## **Passenger Ferry Survey 2009**

Results of a survey of Nanaimo residents to determine if there is market for a foot passenger ferry service between Nanaimo and Vancouver.

June 2009

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## **Background**

The City of Nanaimo is gathering information regarding potential for a passenger ferry service between Nanaimo and Vancouver. The information collected from this survey will be available to investors interested in this business opportunity and will also be made public.

## **Process**

The passenger ferry survey was posted on the City of Nanaimo's website from February 12 to March 27, 2009. Questions were posed to identify why and how often respondents travel between Nanaimo and the Lower Mainland, and if they would use a passenger ferry service. The survey asked other questions including what would encourage people to use this service and what amenities they would expect on board. The survey was advertised in the local newspapers and radio stations, and via stakeholder e-mail list serves.

## **Outcomes**

The Economic Development Office received 2,164 completed surveys. The survey included fifteen questions, the responses to which are displayed as graphs in this report. 86% of respondents said they would use a passenger ferry service between Nanaimo and Vancouver. Most said that a convenient downtown to downtown transportation route would encourage them to use this service; the other deciding factors would be cost savings and time savings. A reasonable cost for this service, according to 59% of those surveyed, would be between \$21 and \$30.

## **Summary**

A copy of this Passenger Ferry Survey Report is available to the public and will be posted on the City of Nanaimo's website at <http://www.nanaimo.ca/edo>.

For further information on this survey, contact:

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This report has been produced by the Economic Development Office of the City of Nanaimo. While we have made every effort to ensure that the information provided is correct, we cannot guarantee the accuracy of the source data.

1. How often do you travel between Nanaimo and Vancouver?			
		Response Percent	Response Count
Daily		1.9%	41
Weekly		13.5%	291
Monthly		32.7%	705
Occasionally (less than once a month)		51.9%	1,117
<i>answered question</i>			2,154
<i>skipped question</i>			10

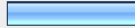
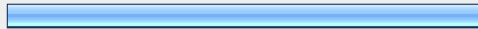
2. For what purpose do you travel between Nanaimo and Vancouver? (check all that apply)			
		Response Percent	Response Count
Commute to work		6.8%	144
Business		36.2%	765
Pleasure		88.0%	1,861
Medical		16.1%	341
Sports & Entertainment		37.4%	791
Shopping		40.3%	852
Other (please specify)			262
<i>answered question</i>			2,114
<i>skipped question</i>			50

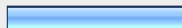
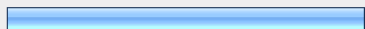
\*see Appendix A for list of "Other" responses




3. Where do you live?			
		Response Percent	Response Count
Duncan/Chemainus Region		2.7%	53
Ladysmith/Cedar Region		4.9%	96
<b>Nanaimo</b>		<b>75.0%</b>	<b>1,471</b>
Lantzville		2.3%	46
Parksville/Qualicum Region		12.5%	246
Port Alberni		0.5%	10
Courtney/Comox Region		1.9%	38
Tofino/Ucluelet Region		0.1%	1
		Other (please specify)	216
		<i>answered question</i>	<b>1,961</b>
		<i>skipped question</i>	<b>203</b>

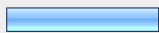
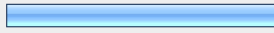
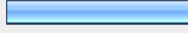
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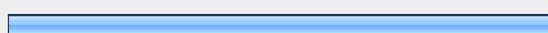
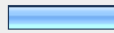
4. On average, how long do you remain at your destination before returning home?			
		Response Percent	Response Count
1 day, returning same day		40.8%	877
<b>2-4 days</b>		<b>53.4%</b>	<b>1,148</b>
5-7 days		3.0%	64
Over 1 week		2.8%	60
		<i>answered question</i>	<b>2,149</b>
		<i>skipped question</i>	<b>15</b>

5. Would you pay approximately \$40 for one way passenger ferry service between Nanaimo and Vancouver?			
		Response Percent	Response Count
Yes		21.2%	450
No		78.8%	1,670
<i>answered question</i>			2,120
<i>skipped question</i>			44

6. If you answered "no", what is a reasonable cost for a one way passenger ferry transit between Nanaimo and Vancouver, including taxes?			
		Response Percent	Response Count
\$10-\$20		29.0%	506
\$21-\$30		59.0%	1,027
\$31-\$40		11.9%	208
\$41-\$50		0.1%	1
\$51-\$60		0.0%	0
\$61-\$70		0.0%	0
\$71-\$80		0.0%	0
\$81-\$90		0.0%	0
<i>answered question</i>			1,742
<i>skipped question</i>			422

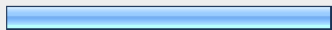
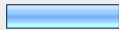

7. Would you purchase return tickets if the return fare offered a percentage discount?				
			Response Percent	Response Count
Yes		94.8%	2,022	
No		0.4%	8	
Maybe		4.8%	102	
			<i>answered question</i>	2,132
			<i>skipped question</i>	32

8. Would you consider purchasing a monthly pass for regular transit?				
			Response Percent	Response Count
Yes		25.0%	519	
No		44.7%	928	
Maybe		30.2%	627	
			<i>answered question</i>	2,074
			<i>skipped question</i>	90

9. What would encourage you to use a passenger ferry service vs. other modes of transportation? (check all that apply)				
			Response Percent	Response Count
Cost savings		63.5%	1,356	
Time savings		76.9%	1,643	
Convenient downtown pick-up/drop-off location		89.7%	1,917	
The experience		17.7%	378	
			Other (please specify)	215
			<i>answered question</i>	2,136
			<i>skipped question</i>	28

\*see Appendix A for list of "Other" responses

**10. Would you be interested in packages combining transportation with sporting and entertainment events and/or accommodation?**

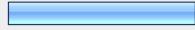
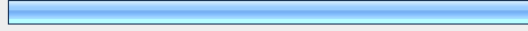

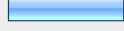
		Response Percent	Response Count
Yes		53.7%	1,148
No		18.4%	392
Maybe		27.9%	596
<i>answered question</i>			<b>2,136</b>
<i>skipped question</i>			<b>28</b>

**11. What kind of events/activities draw you to Vancouver/Lower Mainland?**

		Response Count
		1,637
<i>answered question</i>		<b>1,637</b>
<i>skipped question</i>		<b>527</b>

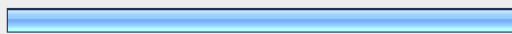


\*see Appendix A for list of responses

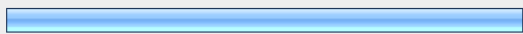


**12. What amenities would you expect on a passenger ferry? (check all that apply)**



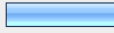

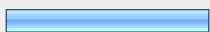
		Response Percent	Response Count
Internet access		30.8%	623
Light refreshments		86.2%	1,743
Storage for luggage during transit		63.3%	1,280
Television		18.8%	379
Other (please specify)			313
<i>answered question</i>			<b>2,021</b>
<i>skipped question</i>			<b>143</b>

\*see Appendix A for list of "Other" responses



13. Would you take advantage of an online booking system?				
			Response Percent	Response Count
Yes		83.8%	1,801	
No		3.4%	72	
Maybe		12.8%	276	
			<i>answered question</i>	2,149
			<i>skipped question</i>	15

14. Would you use a passenger ferry service between Nanaimo and Vancouver?				
			Response Percent	Response Count
Yes		85.7%	1,842	
No		0.7%	16	
Maybe		13.5%	291	
			<i>answered question</i>	2,149
			<i>skipped question</i>	15

15. If you answered "no" or "maybe", what would discourage you from using this service? (check all that apply)				
			Response Percent	Response Count
Cost		81.5%	335	
Prefer to fly		7.5%	31	
Must travel with vehicle		17.5%	72	
Inconvenient pick-up/drop-off location in Vancouver		43.3%	178	
Inconvenient pick-up/drop-off location in Nanaimo		33.3%	137	
			Other (please specify)	137
			<i>answered question</i>	411
			<i>skipped question</i>	1,753

\*see Appendix A for list of "Other" responses

## Appendix A

### Open-Ended Question #2: For what purpose do you travel between Nanaimo and the Lower Mainland?

	<b># of Responses</b>
1 Family	161
2 Friends	144
3 Conenctions to other destinations (YVR, Abbotsford, Train to Seattle, etc.)	20
4 Special training/education/workshops	8
5 Commuting	7
6 Regular meetings	4
7 Medical	3
8 Business	2
9 Conferences/Conventions	2
10 Sports obligations of family member	1
11 Sporting events	1
12 Arts & culture (galleries, opera, music, dance, generic festivals)	1
13 Name-specific events (boat show, garden show)	1
14 Canucks	1
15 BC Lions	1
16 Just to get away	1

### Open-Ended Question #3: Where do you live?

		<b># of Responses</b>
1	Gabriola	79
2	Vancouver	34
3	Nanoose	25
4	Campbell River	7
5	Bowser	6
6	Protection Island	6
7	Victoria	6
8	New Westminster	4
9	Surrey	3
10	Abbotsford	2
11	Burnaby	2
12	Chilliwack	2
13	Edmonton	2
14	Errington	2
15	Lake Cowichan	2
16	Parksville	2
17	California	1
18	Coquitlam	1
19	Deep Bay	1
20	Delta	1
21	Fairwinds	1
22	Ladysmith	1
23	Maple Ridge	1
24	Mission	1
25	Oceanside	1
26	Okanagan Valley	1
27	Ontario	1
28	Ottawa	1
29	Port Alice	1
30	Port Coquitlam	1
31	Quadra	1
32	Qualicum	1
33	Saltair	1
34	San Francisco	1
35	Steveston	1
36	UK	1
37	United States	1
38	Quebec	1
39	White Rock	1
40	Winnipeg	1

**Open-Ended Question #9: What would encourage you to use a passenger ferry service vs. other modes of transportation?**

- 1 scheduling to accomodate work hours of 8-10-12 hours.
- 2 ability to work in Vancouver if transportation was dependable
- 3 If this service was available, we would move from Port Alberni to Nanaimo so that I could commute daily
- 4 weather related reliability (the airport is lousy)
- 5 Connect with West coast Express both coming and going
- 6 Vehicle Parking
- 7 Free or inexpensive parking at the Nanaimo terminal as all costs are to be considered vs driving with my car.
- 8 poor weather capability(planes unable to fly)
- 9 A late night schedule, and a schedule that is alternative to BC Ferry
- 10 Connection times with respect to ferry travelling to Gabriola are important. Many Gabriola-Vancouver commuters used Harbourlynx and were unhappy with how the Harbourlynx and Gabriola ferry connected.
- 11 Energy efficiency
- 12 schedule
- 13 Making it more convenient and cost effective to invest in real estate in Nanaimo whilst working in Vancouver
- 14 Reliability in bad weather (Nanaimo airport is a disgrace) and access to YVR airport via new Canada Line
- 15 Link to Sky Train very important.
- 16 Work station with Internet access
- 17 Easy Connection to the Airport
- 18 Parking at terminal to leave vehicle while in Vancouver.
- 19 hoping for a faster ferry & keeping the cost affordable for walk ons
- 20 Quick, easy, cheap access to the airport
- 21 Reliability over air travel
- 22 it would be great to have the ferry arrive near the airport in Richmond.
- 23 because I hate BC ferries
- 24 shuttle service to Vancouver International Airport
- 25 Reliability in weather.
- 26 Late evening service from Vancouver Back to Nanaimo. So attending evening events in Vancouver were possible.
- 27 ability to work while on board --- tables, laptops hookups, etc.
- 28 schedule that allows connections with Gabriola ferry
- 29 a convenient service between two cities would open up employment opportunities in Vancouver
- 30 ability to get back to Nanaimo late - after sporting/entertainment events
- 31 If the transit line to the airport from downtown Vancouver is installed then we would definitely take the ferry.
- 32 its a green way to go without taking the car and plugging up the streets of Vancouver hate the traffic yuk
- 33 Environmental considerations
- 34 200 cars driving around or 200 plus people walking which would the earth prefer
- 35 Reliability
- 36 Enhanced reliability when weather poor & float planes cannot fly; ability to get work done during transit
- 37 (satellite) wi-fi!
- 38 Tsawassen Ferry (closer to Vanc Airport) is too slow
- 39 reliability. Local flights can be cancelled due to weather conditions.
- 40 Using a vehicle less to get to a specific destination
- 41 It's environmentally sensible to leave the car behind.Many more people would do so if this service became available again
- 42 commuter schedule, peak hour travel
- 43 For me cost is important;would likley need to be not more than \$25 one way..
- 44 Thinking back to previous ferry service, less=more. Lower the price, increase revenue, take foot passenger load off BC Ferries. Their walk on rate is too high-up to \$13.
- 45 not having to take my car
- 46 with family and friends in vancouver a car is not necessary
- 47 environment--no cars, no congestion, less pollution

other public transport links at point of leave/return, able to take bicycle on board, area aboard to read/study,tickets purchased  
 48 to include public transit before and after ferry.  
 49 Later travel time back to Island  
 50 prefer to fly but in winter hours on seaplane are reduced due to shorter daylight hours  
 51 less kids on the ferry  
 52 Inexpensive parking  
 53 Low cost  
 54 The schedule offered am to pm; especially on the long weekends  
 55 If I knew I could go for less than I can on BC Ferries  
 56 makes it much easier not to take a car across; makes it much easier to use public transportation  
 57 Saves time over BC Ferries, cheaper and not as time restrictive (daylight hours) as harbour flights  
 58 Family rates would be a must  
 59 prefer to not take car & drive in Vancouver; parking convenience in Nanaimo; ease of getting to ferry terminal  
 As you have not specified the travel time it is hard to say if the time savings is an applicable reason. So outside of that it  
 60 would be cost.  
 61 save the environment  
 62 Parking  
 63 seniors rate  
 64 Good Bus Connections in place with where the ferry drop of is  
 65 Easy to get to events downtown at BC place or GM Place  
 66 Also a ferry that did not leave a big wake,rubberized raft not a good idea,"too" many logs that could damage it.  
 67 percentage of seating set aside for reservations at a 15.00 surcharge ie: medical appts downtown.  
 68 connection to Sky Train  
 69 Convenient schedule (especially evening options)  
 70 I prefer any mode over but BC Ferries  
 71 convenience  
 72 Reducing the number of cars travelling to and from the mainland and the resulting reduction in green house emissions.  
 73 give people a break with rv's  
 74 Ability to bring dog on board also  
 75 I usually take car ferry as a passenger and it would be nicer to have passenger only if reasonably priced.  
 76 discounts for handicapped clients and staff members like B.C. ferries offer  
 77 it is a "greener" way to go.  
 78 the pleasure of not having to take a car and deal with traffic  
 79 Being able to leave the car at home  
 80 as long as the cost would not be more than two people travelling by car to Vancouver  
 81 same day return to Gabriola  
 82 if the cost is kept down, maybe I would use the ferry more often.  
 83 a more environmentally friendly choice (no cars!!!)  
 84 location of terminals is important  
 85 Ability to return home after evening concerts/performances  
 86 I typically fly with Harbour Air. The cost would have to be at least 50% of that cost due to differing time of transit.  
 87 downtown to downtown!  
 88 Would travel to Vancouver more if there was a passenger ferry option again  
 89 The timing after events  
 90 would like ferry service to VIA  
 91 If the Ferry Terminal was close to the LRT connecting to the Air Port  
 92 environmental impact is lower  
 93 environmental! non use of car & using public transit  
 94 frequency of departure  
 95 If the ferry ran late at night after Canucks games or concerts  
 96 Parking a car at a hotel in Vancouver is very expensive. Parking alone is the price of a one-way ticket

97 late night trips back to the Island from sporting functions,over back same day  
 I often use Harbour Air but they don't fly in the evenings; would appreciate the chance to return home in the evening  
 98 without taking my car over and without the need to travel to Horseshoe Bay or Tsawassen (sp?).  
 99 convenient downtown location in Nanaimo, Vancouver AND a boat that takes bikes.  
 100 24 Hour Service on weekends, (especially summer weekends)  
 101 Reliability  
 102 There would need to be good public bus transit on the Island to link to this service  
 103 for my mother and other older folk, driving and bussing is too big of a day. This would be great for them  
 104 being able to shop or got to events (sports/concerts) in Vancouver  
 105 1. reliability - airplanes cancel too much due to fog. 2. Evening returns - maybe one at 9 pm.  
 106 Cost savings would enhance the ability to afford theatre tickets.  
 107 Work space  
 108 I make an effort to use public transportation instead of driving. This would encourage people to do the same.  
 109 Environmentally responsible to leave the car at home!!!  
 110 more green  
 111 late Night sailings for Canucks, Lions, and concerts  
 112 Energy savings by not taking my vehicle.  
 113 Alternative in inclement weather  
 114 unique experience for guests visiting from elsewhere  
 115 I would take the responsibility to go green via ferry, sky train, to Port Moody  
 116 weather  
 117 reliability in fog when seaplanes don't fly  
 118 Avoiding lineups at BC Ferries terminals. Reducing my carbon footprint by not taking car.  
 119 Don't like BC Ferries - don't need a car  
 120 Parking  
 121 great for venues like sports and concerts.  
 122 Anything to eliminate the car.  
 123 Cost  
 124 I would go much more often - the ferries now take too long and are inconvenient  
 more environmentally sustainable option than car ferry or airplane. the strait of georgia is a beautiful part of the travel  
 125 experience market it!y to use public transport  
 126 Family/group fares  
 127 environment - no car needed  
 must be able to travel with small pet, easy access to Island transit system and car rental, on time, no cancellations, no  
 128 cancellation or change date fees  
 129 No need to take car as bus service takes one directly downtown  
 130 cheaper alternative to float planes for frequent trips  
 131 A more green alternative. Less bus travel involved.  
 132 anything would be better than the bc ferry  
 133 It would be helpful if there was a shuttle to the airport.  
 134 Only if there is a direct connection to the new train from downtown to the airport  
 135 Arriving in downtown itself, cheaper than flying, and the speed of using a passenger only boat  
 136 avoiding ferry traffic line ups  
 137 The ability to avoid driving in downtown Vancouver.  
 138 Scheduling  
 139 Not needing a vehicle  
 140 Downtown to downtown  
 141 Pending Schedules  
 Ease of travel/connections from Vancouver to Gabriola - from vancouver airport, skytrain to downtown, ferry to  
 Nanaimo,  
 142 ferry to Gabriola Island  
 143 The price one way has to be cheaper or equal to the walk-on price for BC ferries or else it's not worth it.  
 144 the bc ferries doenst deserve any more of my bussiness

145 It's ridiculous we do not have this service for a reasonable cost  
146 Will it stay in business, must be government backed to guarantee service.  
147 Trips from Nanaimo Harbour directly to YVR  
It was a sad day to see HarbourLynx leave the harbour. That travel experience was wonderful, truly an asset to the City  
148 of Nanaimo and certainly an incentive for potential residents, particularly in the downtown area. Bring it back!  
149 availability to connect with transit to other Lower Mainland communities  
150 public transportation opportunities  
151 Travel connections to YVR  
152 Seniors discount  
153 Reliable service and convenient schedule.  
154 possible environmental reasons  
155 No need to take my vehicle  
156 Downtown locations critical on both sides  
157 Parking should be available  
158 Scheduled late night returns from Vancouver to Nanaimo on weekends  
159 Convenience of further transportation  
160 It would be amazingly convenient!!! I would increase my weekend trips.  
161 Humane accommodations for Pets with smoking owners  
162 Major one is convenient downtown pickup/drop off  
163 Convenience!!!  
164 Time savings in that it would provide the ability to work during travel  
165 Reliability versus flying and the weather.  
166 Sky train to the airport is a huge advantage instead of getting a cab from the ferry.  
167 Better for the environment, don't need to drive  
168 Just having another travel option would be great  
169 for business: only when seaplanes can't fly ; for personal occasionally rather than car ferry  
170 1.Late night return so we could take in a show downtown.2 More frequent than every two hours.  
171 we used it in the past.it would need to have late returns tied in with b.c. lions and canucks.  
172 Convenient schedule for same day return - especially "before lunch" and "after dinner" sailings  
173 I am hoping it will be possible for the ferry to operate in weather conditions that preclude flyingL fog, for example.  
174 chance to go to an event and still get home that night (eg - BC Lions game)  
175 For the Freedom of Choice  
176 needs parking availability on the Nanaimo side  
177 good connections to SkyTrain in Vancouver  
178 Very early and late ferries  
179 The schedule  
180 It would critical that the landing point in Vancouver be tied directly into the skytrain system.  
181 Reliable sailing times, even in inclement weather (as opposed to float plane weather/daylight restrictions)  
182 the pleasure of getting to Vancouver without the hassle of taking my car.  
love the idea of not having to drive, in support of passenger ferry but needs to be affordable, I would then take more  
trips  
183 over to Vancouver for sure  
184 direct access to airport  
185 connectivity to new skytrain service to YVR  
186 The ability to visit a sporting event or Entertainment and return to Nanaimo later after the event  
187 Don't have to take my car. Convenient if boarding a Cruise Ship in Vancouver.  
I'm so tired of the hassle BC Ferries involves. And now they're talking about increasing security, which means security  
188 theatre - in other words, more useless hassle.  
189 Reliability  
190 Convenience of Times and the fact that a ferry runs in almost all weather conditions.  
191 If I could use public transport on both sides, not bring my car to ferry terminal

If I can walk on, at a significantly reduced price in comparison to the cost of bringing the vehicle and family, I would go for the passenger ferry. Why, perhaps except for the carbon footprint one would leave, would I walk on if the cost is almost

192 the same as driving the car over?

193 Don't need a vehicle if you are visiting or staying downtown. Can take Sky Train, Seabus to outer areas

194 Location, location, location... downtown to downtown

195 The cheaper you can make it, the more people can take it, & the more frequently they can take it!

196 Fog stops sea planes and if you need to get to a meeting want to have assurance the sailing will be going.

197 I would likely use it when fog or darkness keeps me from flying

198 It would have to be a drop off downtown Vancouver or near skytrain

199 Need to talk to Translink and other transportation providers to coordinate bus service on the island and lower mainland.

200 Free Parking



**Open-Ended Question #11: What kind of activities/events draw you to Vancouver/Lower Mainland?**

	<b># of Responses</b>
1 Arts & culture (music, galleries, opera, dance, theatre, events, generic festivals)	997
2 Sporting events	525
3 Shopping	311
4 Family (babysitting, visiting)	256
5 Friends	164
6 Sightseeing/tourism	113
7 Business	98
8 Name-specific events (boat show, garden show,	78
9 BC Canucks	71
10 Connections to other destinations	55
11 Conferences/conventions	49
12 PNE/Playland	47
13 BC Lions	41
14 Name-specific festivals (Band on the Beach, Folk Festival, Festival of Lights)	22
15 Just to get away	22
16 Scienceworld	22
17 Medical (treatments at hospital, specialists, etc.)	17
18 Vancouver Aquarium	17
19 Regular meetings	14
20 Commuting to work	6

## Open-Ended Question #12: What amenities would you expect on a passenger ferry survey?

	<b># of Responses</b>
1 Don't need any extras	58
2 Comfortable seats	50
3 Quality washrooms	41
4 Pet-friendly	24
5 Snacks and coffee	19
6 Magazines/newspapers	17
7 Quiet area	13
8 Bicycle storage	13
9 Internet	12
10 Kids' play area	12
11 Work stations	12
12 Alcohol available	11
13 Transportation Information/Connections	8
14 Gift shop	6
15 Luggage storage	5
16 Handicap friendly	5
17 On-board entertainment	4
18 Parking for cars near dock	4
19 Tourist information centre	4
20 Sleeping area	3
21 Healthy snacks	3
22 Television	3
23 Outdoor seating/outdoor access to walk	3
24 Vending machines	3
25 Smoking area outdoors	3
26 Onboard gambling	1
27 Payphone	1