

***Technical Memorandum:***  
**Casco Bay Lines Passenger Survey**



*Prepared by:*  
**Greater Portland Council of Governments**

*In Cooperation with:*  
**Casco Bay Lines**

*Prepared for:*  
**Casco Bay Lines**

**Casco Bay Lines Staff:**  
Henry Berg - General Manager  
Caitlin M. Gildart - Director of Sales & Marketing

**GPCOG Transportation Planning Staff:**  
Steve Linnell - Senior Planner  
Stephanie Carver - Land Use Planner  
Jennifer Puser - Transit and Energy Planner  
Rick Harbison - Intern

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# CASCO BAY LINES PASSENGER SURVEY

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**Overview**

This Technical Memorandum documents the results of a passenger survey of the Casco Bay Line ridership. The survey was a coordinated effort between Casco Bay Lines (CBL) and Greater Portland Council of Governments (GPCOG), and was distributed via email to approximately 729 islanders between December 16, 2010 and January 28, 2011. The emails were collected from a list, owned and maintained by CBL, which includes residents, property owners, and renters. 349 responses were collected providing a 48% return rate.

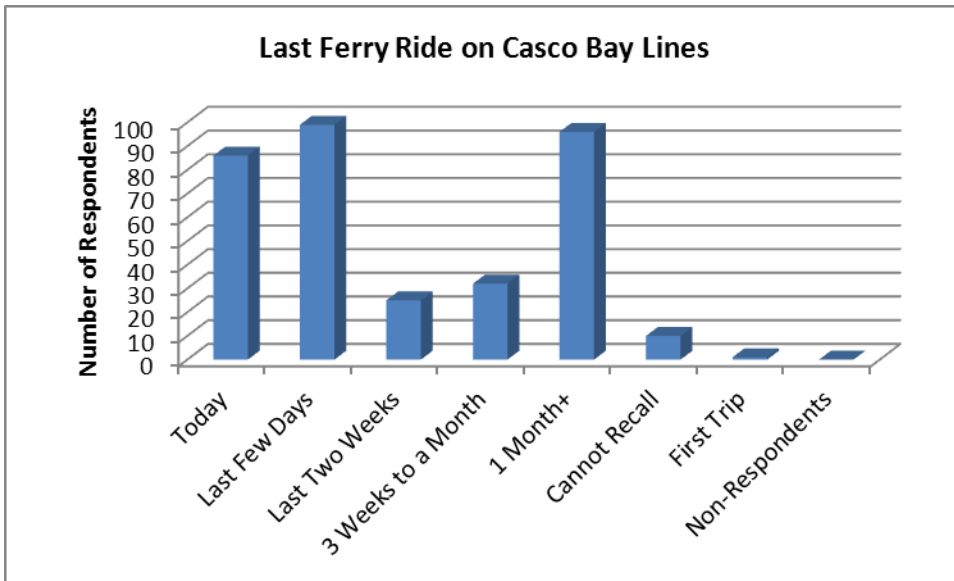
The survey was conducted in conjunction with similar passenger surveys on Greater Portland METRO and South Portland Bus. The surveys were developed by GPCOG, with input from CBL and the Regional Transit Operations Working Group (the project and planning implementation team of the PACTS Transit Committee, made up of managers from each of the seven public operators in the region). It was created using Survey Monkey, a computer program used to collect and analyze the survey responses.

The survey was intended to elicit information on ridership patterns and demographics, as well as attitudes about CBL and the Greater Portland Area transit services in general. An example of the survey instrument is included in the appendix

Much appreciation is due to the CBL staff for their assistance with the creation of the survey instrument, and the distribution effort. Appreciation is also due to PACTS, the Transit Operations Working Group, and the Federal Transit Administration for their assistance as well.

**-Survey Question Data-**

**Graph 1:**

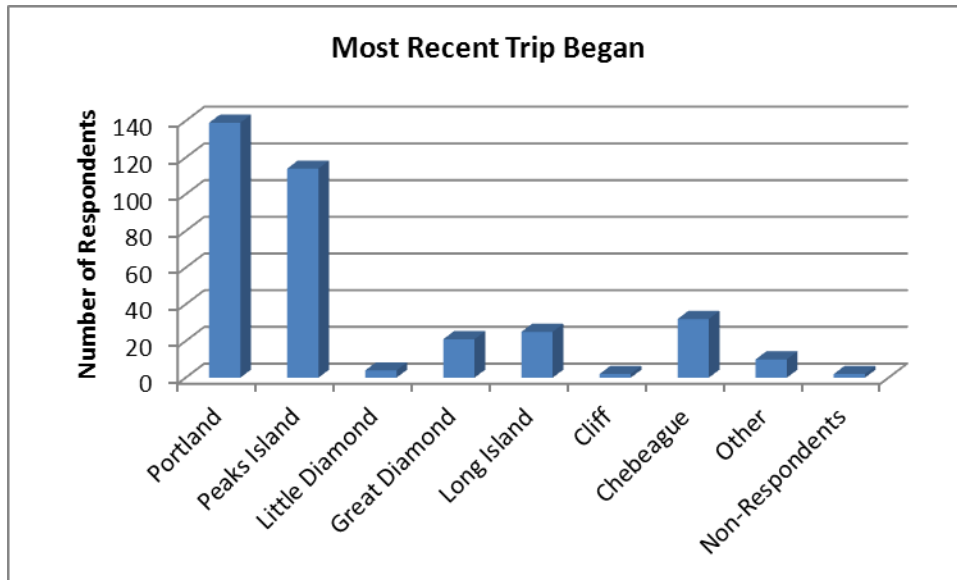


**Table 1: Last Ferry Ride on Casco Bay Lines**

Today	86	24.6%
Within the Last Few Days	99	28.4%
Within the Last Two Weeks	25	7.2%
About 3 Weeks or A Month Ago	32	9.2%
More Than A Month Ago	96	27.5%
Cannot Recall	10	2.9%
First Trip	1	0.3%
Non-Respondents	0	0.0%
<b>Total</b>	<b>349</b>	<b>100.0%</b>

Graph and Table 1 refer to the question asking respondents to recall their last trip on the Casco Bay Lines (CBL) Ferry. As many respondents are only summer residents and may not be regular commuters, and since the survey was conducted in December 2010 and January 2011, it is not surprising that 27.5% indicated their last travel experience on the CBL Ferry was more than a month ago. It can be inferred from the results that most respondents are either full-time residents or regular commuters (over 50%). All 349 respondents answered this question.

**Graph 2:**

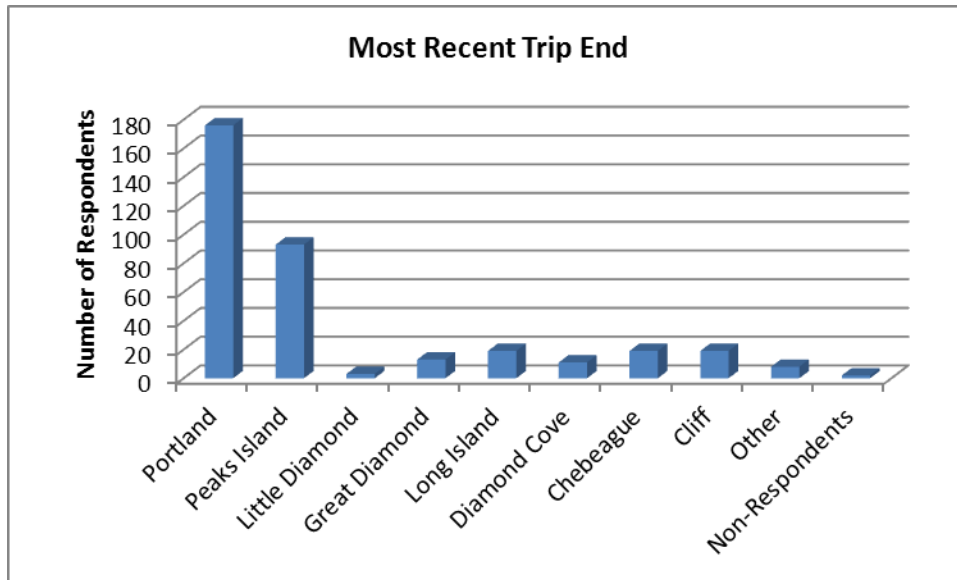


**Table 2: Most Recent Trip Began**

Portland	139	39.8%
Peaks Island	114	32.7%
Little Diamond	4	1.1%
Great Diamond	21	6.0%
Long Island	25	7.2%
Cliff	2	0.6%
Chebeague	32	9.2%
Other	10	2.9%
Non-Respondents	2	0.6%
<b>Total</b>	<b>349</b>	<b>100.0%</b>

Graph and Table 2 indicate that the majority of respondents travel between Peaks Island and Portland. This result is not surprising since CBL travels to Peaks Island more frequently than any other destination, and its year-round population is the highest of the Casco Bay islands. In this survey snapshot, Portland is the point of origin for about 40% of the respondents. Peaks Island is the starting point for about 33% of the ridership, with Chebeague Island ranking a distant third with about 9%. The winter schedule includes many more scheduled trips to and from Peaks Island than any other island.

**Graph 3:**

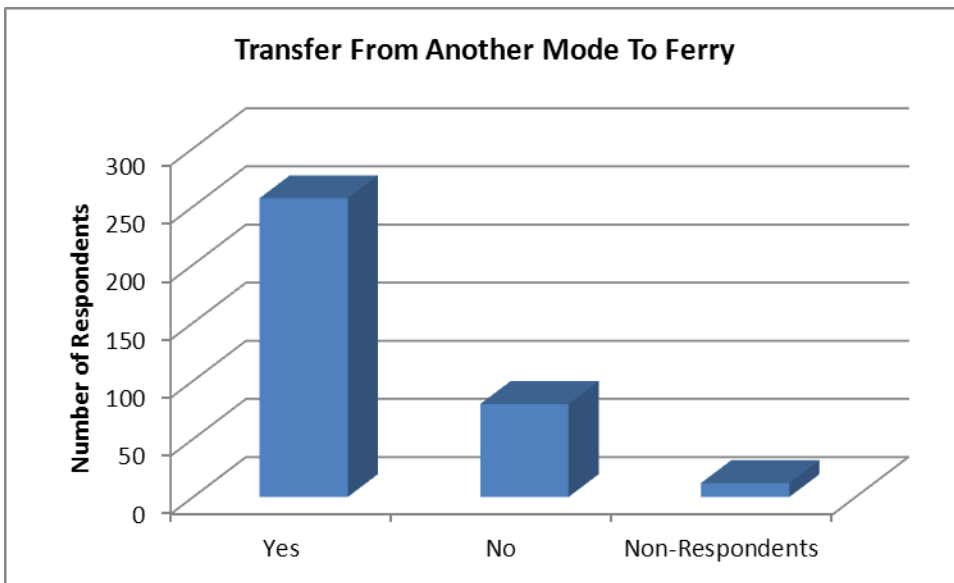


**Table 3: Most Recent Trip End**

Portland	176	50%
Peaks Island	93	27%
Little Diamond	3	1%
Great Diamond	13	4%
Long Island	19	5%
Diamond Cove	11	3%
Chebeague	19	5%
Cliff	19	5%
Other	8	2%
Non-Respondents	2	1%
Total	349	100%

Graph and Table 3 demonstrate similar results as Graph 2 and Table 2. Portland registers as the final destination for the highest number of passengers with 50%. Peaks Island follows with 27%. A distant third was a tie between Chebeague Island and Long Island with only 5% each. Great Diamond registered fourth with 4% and Diamond Cove with 3%. Again, the results for both questions 2 and 3 confirm that the most common trip during the months of the survey was between Portland and Peaks Island.

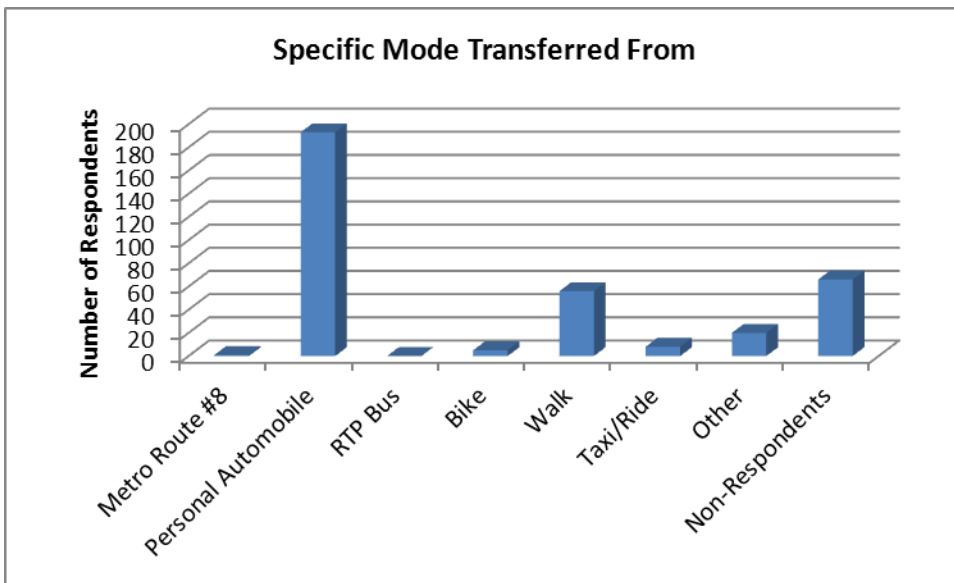
**Graph 4:**



**Table 4: Transfer From Another Mode To Ferry**

Yes	257	73.6%
No	80	22.9%
Non-Respondents	12	3.4%
Total	349	100.0%

**Graph 5:**

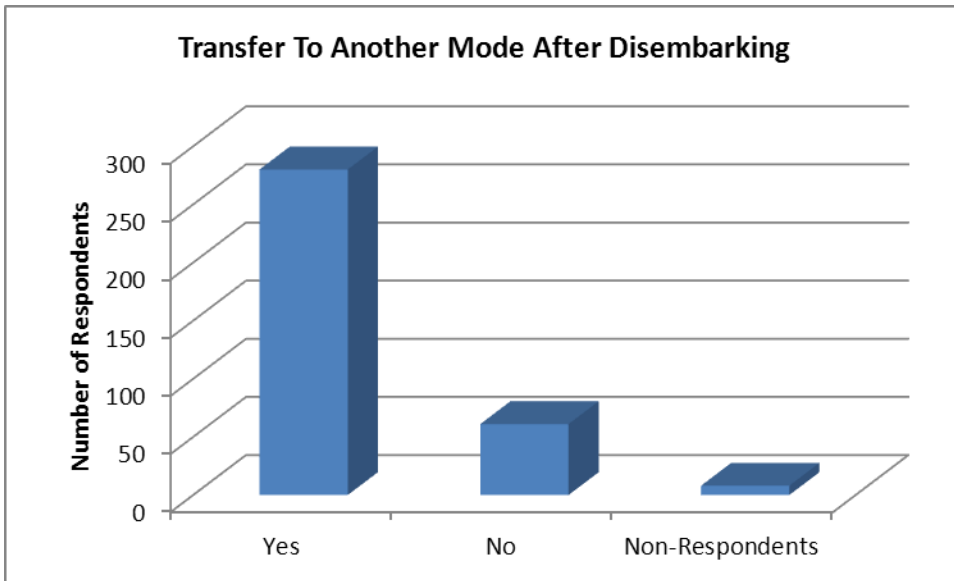


**Table 5: Specific Mode Transferred From**

Metro Route #8	1	0.3%
Personal Automobile	193	55.3%
RTP Bus	0	0.0%
Bike	5	1.4%
Walk	56	16.0%
Taxi/Ride	8	2.3%
Other	20	5.7%
Non-Respondents	66	18.9%
Total	349	100.0%

Graphs and tables 4-7 examine the concept of transit connectivity. Question 4 asked the respondent to indicate if he or she transferred from any other transportation mode to the ferry. Question 5 asked the respondent to specify which mode they used. These graphs and tables indicate that most riders commute to and from an island to Portland. Table 5 indicates that about 55% of people transfer to the ferry from a personal automobile.

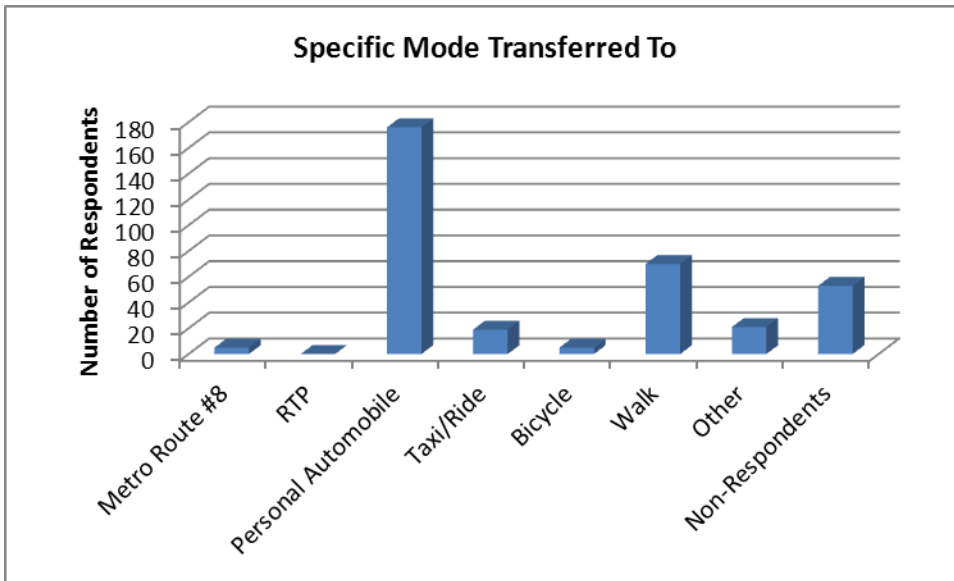
**Graph 6:**



**Table 6: Transfer to Another Mode After Disembarking**

Yes	280	80%
No	61	17%
Non-Respondents	8	2%
Total	349	100%

**Graph 7:**

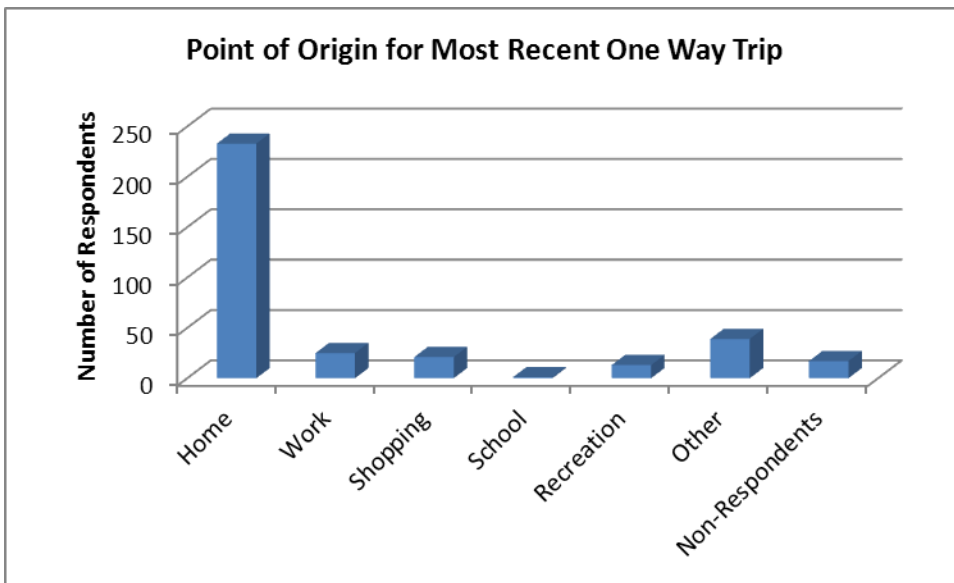


**Table 7: Specific Mode Transferred To**

Metro Route #8	5	1%
RTP	0	0%
Personal Automobile	176	50%
Taxi/Ride	19	5%
Bicycle	5	1%
Walk	70	20%
Other	21	6%
Non-Respondents	53	15%
Total	349	100%

Graphs and Tables 6-7 refer to the questions which asked respondents if they transferred to another mode of transportation *after* disembarking the ferry. Graphs and Tables 6-7 display similar results as Graphs and Tables 4-5. 50% of respondent’s report they transferred to a personal automobile after disembarking the ferry, while 20% percent said they would continue toward their destination on foot.

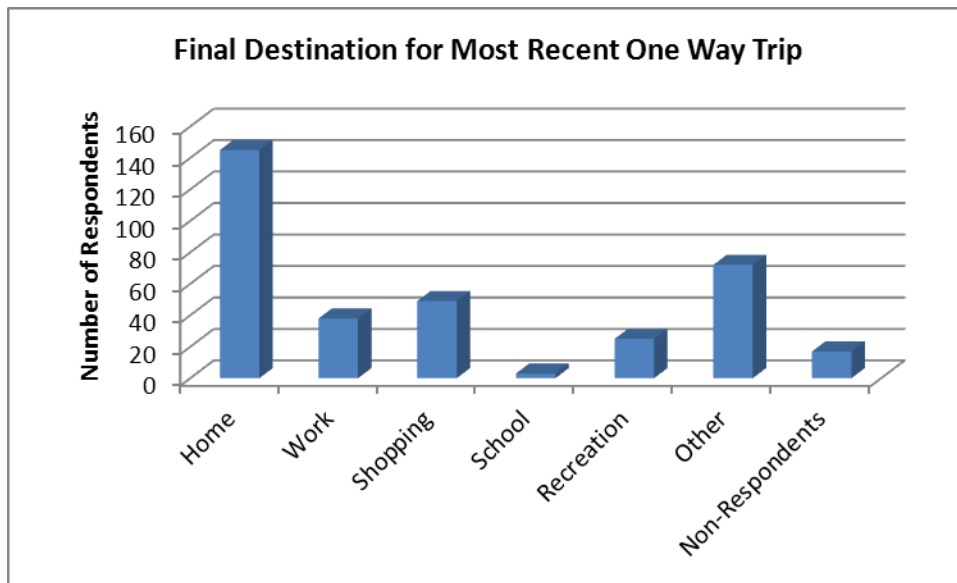
**Graph 8:**



**Table 8: Point of Origin for Most Recent One Way Trip**

Home	233	66.8%
Work	25	7.2%
Shopping	21	6.0%
School	1	0.3%
Recreation	13	3.7%
Other	39	11.2%
Non-Respondents	17	4.9%
Total	349	100.0%

**Graph 9:**



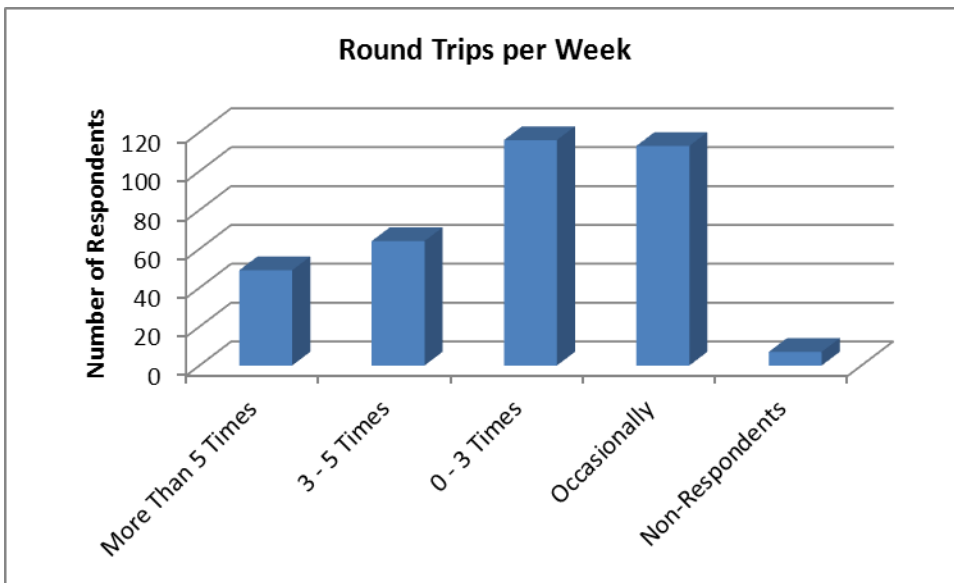
**Table 9: Final Destination for Most Recent One Way Trip**

Home	145	41.5%
Work	38	10.9%
Shopping	49	14.0%
School	3	0.9%
Recreation	25	7.2%
Other	72	20.6%
Non-Respondents	17	4.9%
Total	349	100.0%

Graph and Table 8, and Graph and Table 9 ask the respondents about the purpose of their travel. Most respondents in both Questions 8 and 9 indicate “home” to be their origin or destination. Work registers a distant second, with recreation, sightseeing, shopping, school, and “other” receiving less significant percentages.

The data collected in these two questions is less noteworthy. If 233 respondents began their trip at home, 145 cannot finish their trip at home (unless they take a round trip ferry trip without disembarking which is unlikely). There could be a number of reasons for this inconsistency, but it is most likely the result of the respondents not understanding the question.

**Graph 10:**

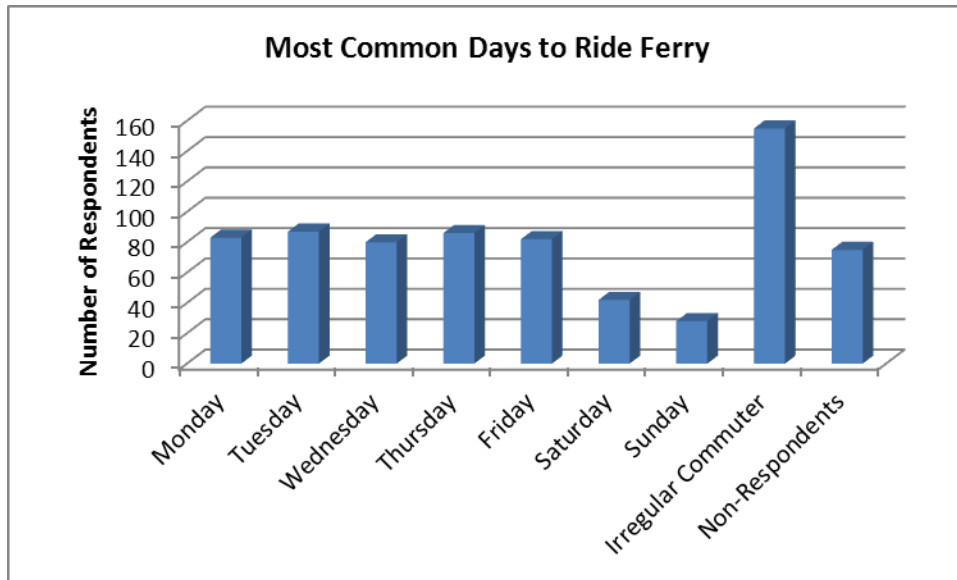


**Table 10: Round Trips per Week**

More Than 5 Times	49	14.0%
3 - 5 Times	64	18.3%
0 - 3 Times	116	33.2%
Occasionally	113	32.4%
Non-Respondents	7	2.0%
Total	349	100.0%

Graph and Table 10 demonstrate that ferry riders are distributed evenly among three general groups. About 33% are using the ferry as a regular commuting option, at least three trips each week (14% use it more than five times per week, 18.3% report using it 3-5 days per week). Another 33% are using it between 0-3 times each week, and 33% identify themselves as only occasional users, not using the ferry with any regular schedule. Seven people did not answer the question.

**Graph 11:**

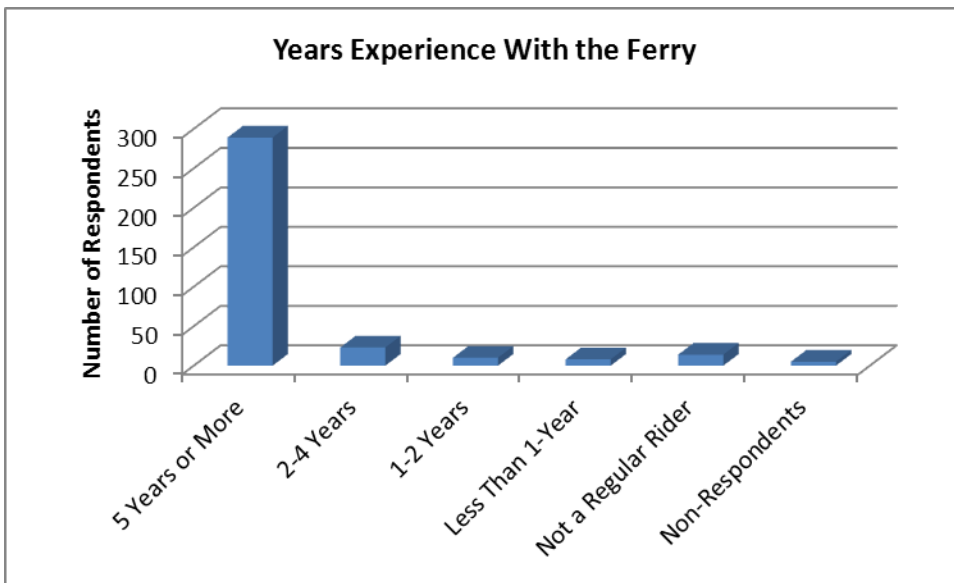


**Table 11: Most Common Days to Ride Ferry**

Monday	83	23.8%
Tuesday	87	24.9%
Wednesday	80	22.9%
Thursday	86	24.6%
Friday	82	23.5%
Saturday	42	12.0%
Sunday	28	8.0%
Irregular Commuter	155	44.4%
Non-Respondents	75	21.5%
Total	349	100.0%

Graph and Table 11 indicate that over 40% of the survey respondents do not consider themselves regular ferry commuters. This figure is consistent with the data collected in Graph and Table 10. The percentage of weekday ridership is evenly dispersed, and the weekend numbers are lower with only about 12% for Saturday and 8% for Sunday.

**Graph 12:**

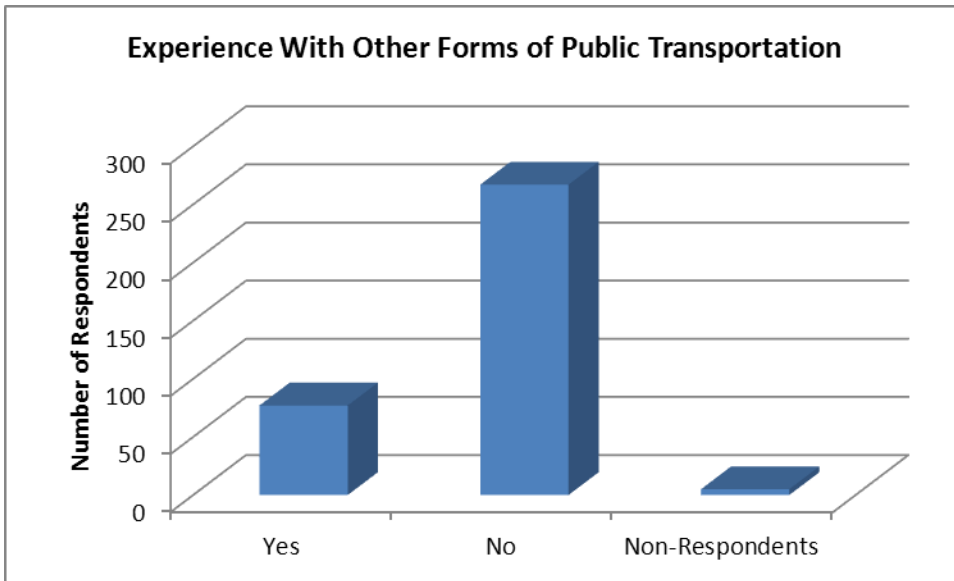


**Table 12: Years Experience With the Ferry**

5 Years or More	289	82.8%
2-4 Years	23	6.6%
1-2 Years	10	2.9%
Less Than 1-Year	8	2.3%
Not a Regular Rider	14	4.0%
Non-Respondents	5	1.4%
Total	349	100.0%

Graph and Table 12 attempt to show how many riders are regular users of public transit. About 83% of respondent's stated they have been using the ferry for five years or more. The next highest category was 2-4 years, which only received 6.6% of the responses.

**Graph 13:**

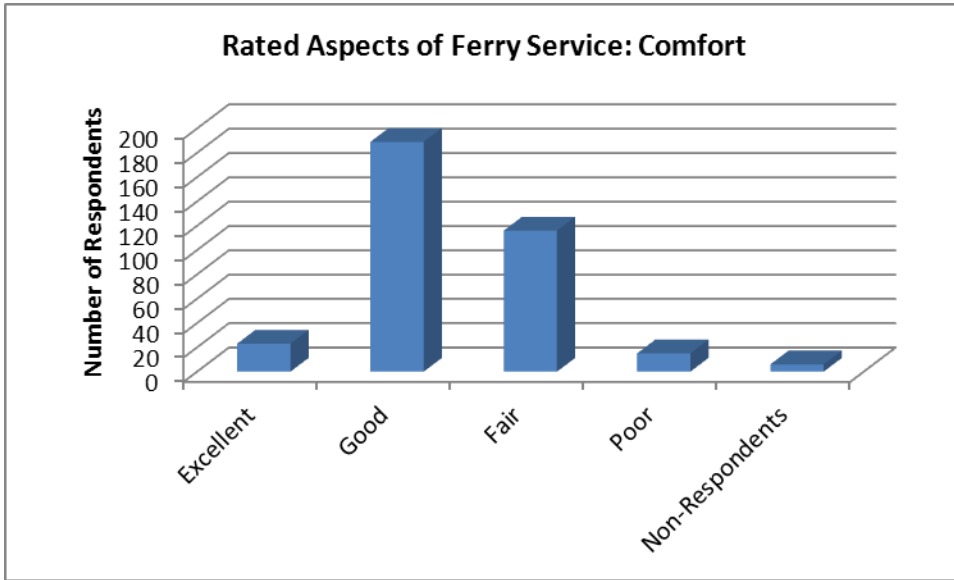


**Table 13: Experience With Other Forms of Public Transportation**

Yes	77	22.1%
No	267	76.5%
Non-Respondents	5	1.4%
Total	349	100.0%

In Table 13, about 76.5% stated they are not regular users of public transportation. These figures indicate that most ferry users probably do not often utilize other forms of public transportation.

**Graph 14a:**

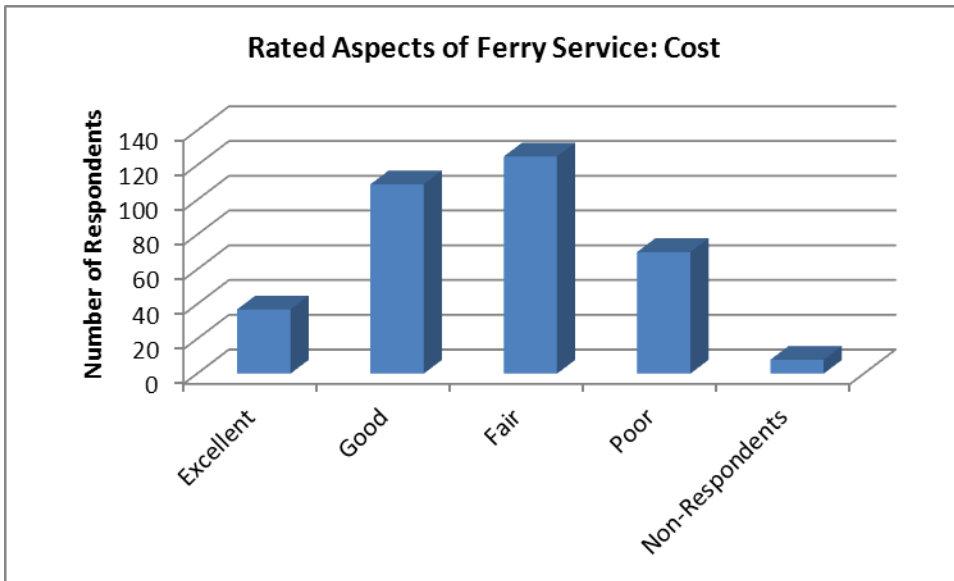


**Table 14a: Rated Aspects of Ferry Service: Comfort**

Excellent	23	6.6%
Good	189	54.2%
Fair	116	33.2%
Poor	15	4.3%
Non-Respondents	6	1.7%
Total	349	100.0%

Graphs and Tables 14 a-k outline the customer service questions in this survey in which the respondents rated eleven characteristics of the service.

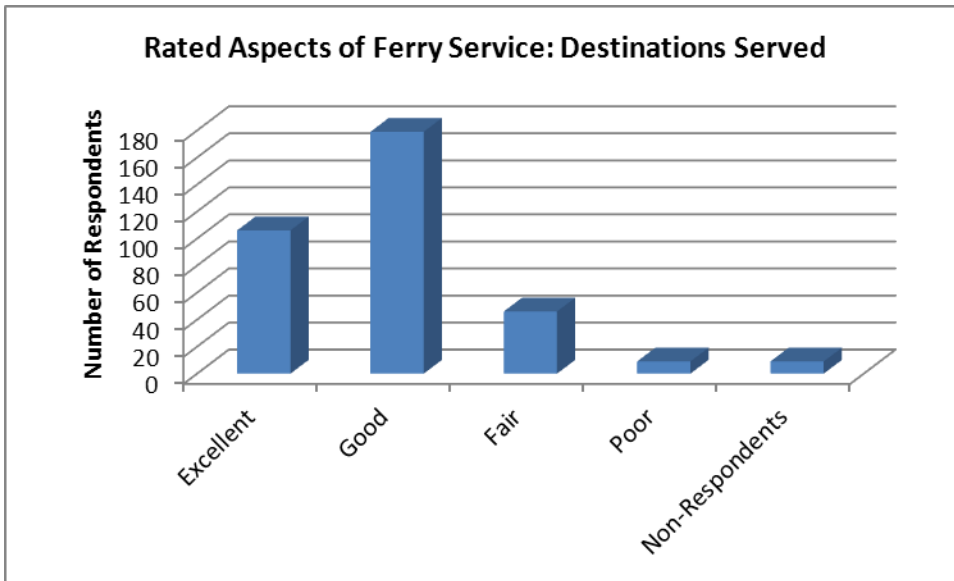
**Graph 14b:**



**Table 14b: Rated Aspects of Ferry Service: Cost**

Excellent	37	10.6%
Good	109	31.2%
Fair	125	35.8%
Poor	70	20.1%
Non-Respondents	8	2.3%
Total	349	100.0%

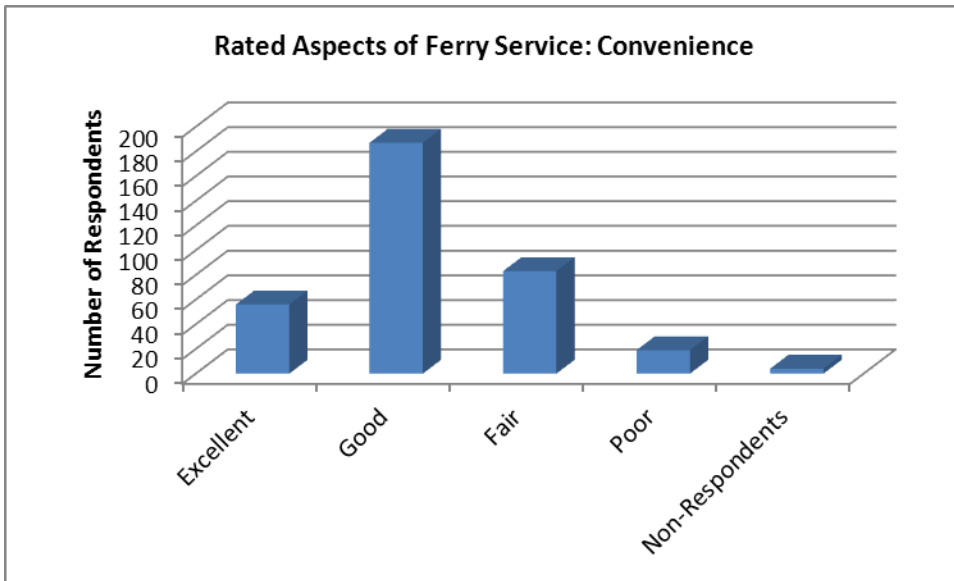
**Graph 14c:**



**Table 14c: Rated Aspects of Ferry Service: Destinations Served**

Excellent	106	30.4%
Good	179	51.3%
Fair	46	13.2%
Poor	9	2.6%
Non-Respondents	9	2.6%
Total	349	100.0%

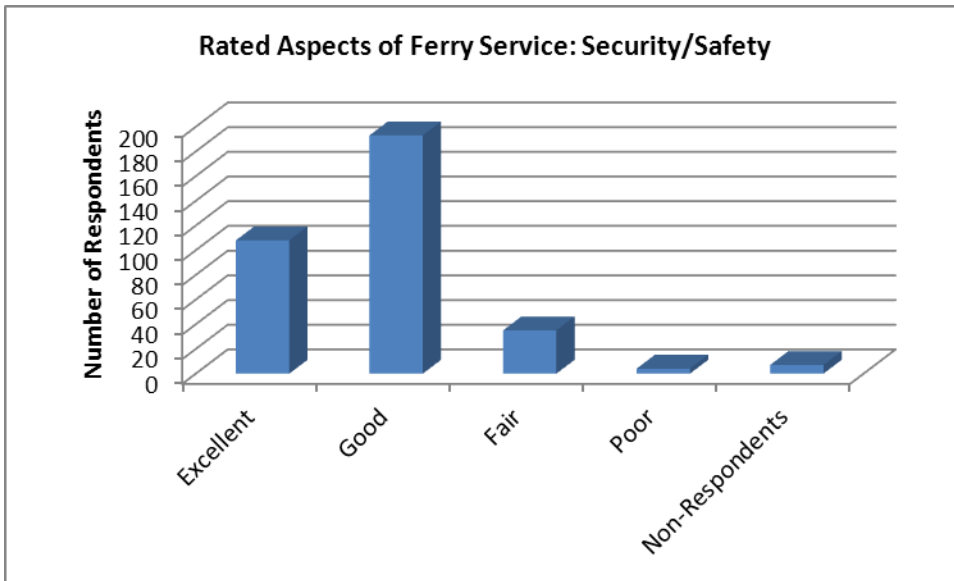
**Graph 14d:**



**Table 14d: Rated Aspects of Ferry Service: Convenience**

Excellent	56	16.0%
Good	187	53.6%
Fair	83	23.8%
Poor	19	5.4%
Non-Respondents	4	1.1%
Total	349	100.0%

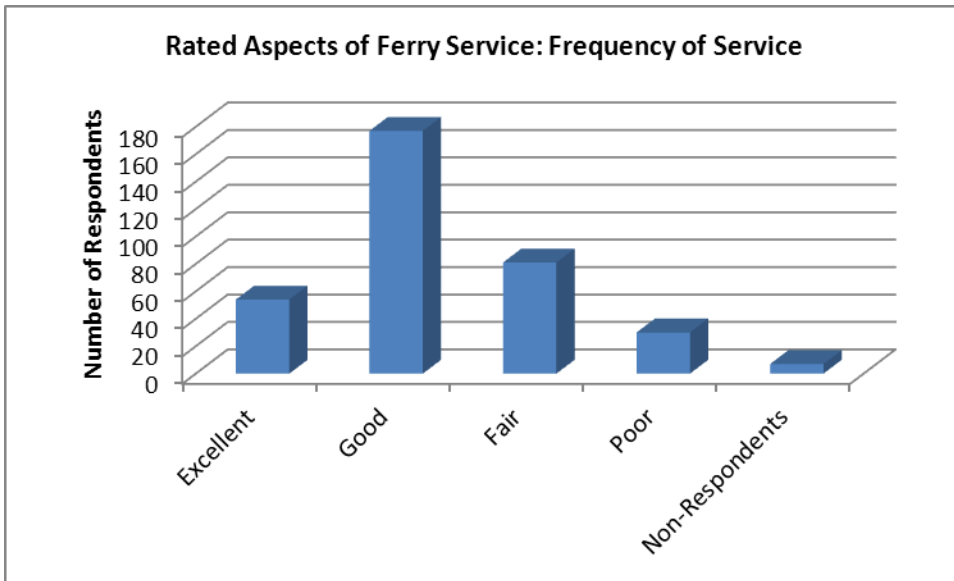
**Graph 14e:**



**Table 14e: Rated Aspects of Ferry Service: Security/Safety**

Excellent	108	30.9%
Good	193	55.3%
Fair	35	10.0%
Poor	4	1.1%
Non-Respondents	7	2.0%
Total	349	100.0%

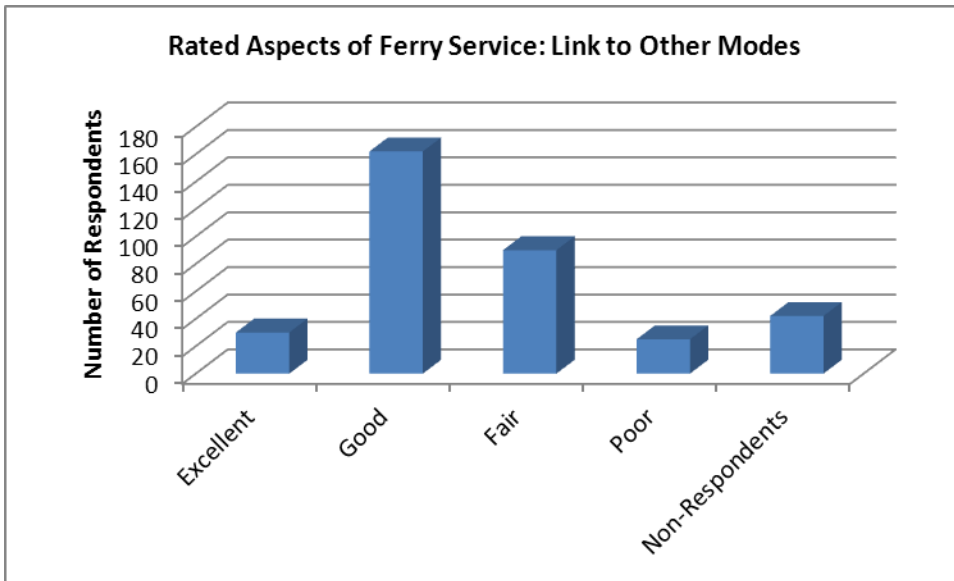
**Graph 14f:**



**Table 14f: Rated Aspects of Ferry Service: Frequency of Service**

Excellent	54	15.5%
Good	177	50.7%
Fair	81	23.2%
Poor	30	8.6%
Non-Respondents	7	2.0%
Total	349	100.0%

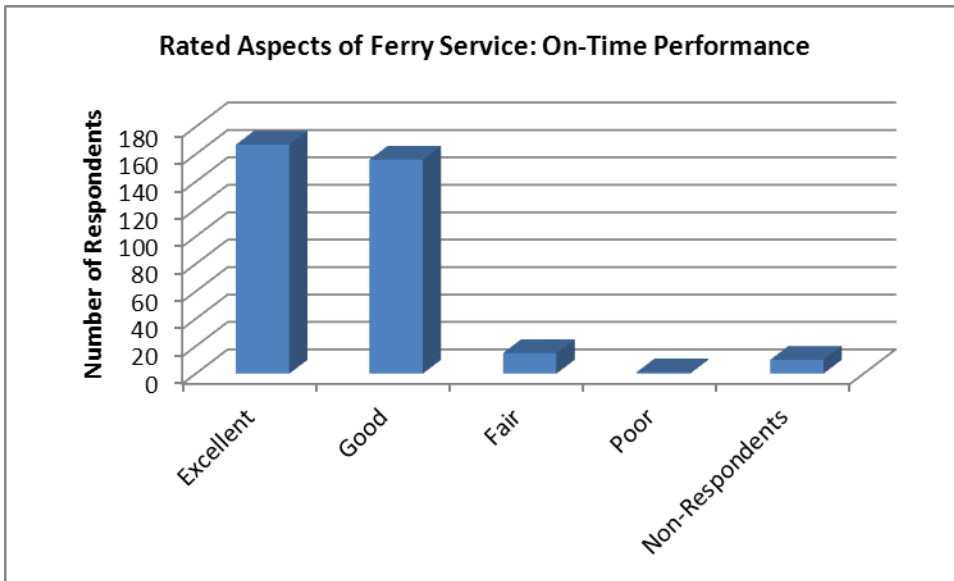
**Graph 14g:**



**Table 14g: Rated Aspects of Ferry Service: Link to Other Modes**

Excellent	30	8.6%
Good	162	46.4%
Fair	90	25.8%
Poor	25	7.2%
Non-Respondents	42	12.0%
Total	349	100.0%

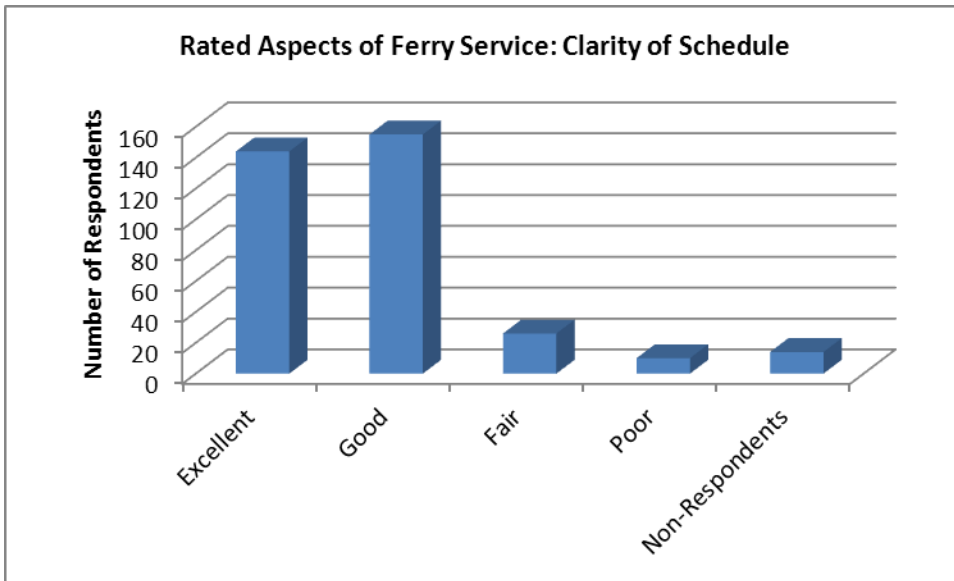
**Graph 14h:**



**Table 14h: Rated Aspects of Ferry Service: On-time Performance**

Excellent	167	47.9%
Good	156	44.7%
Fair	15	4.3%
Poor	1	0.3%
Non-Respondents	10	2.9%
Total	349	100.0%

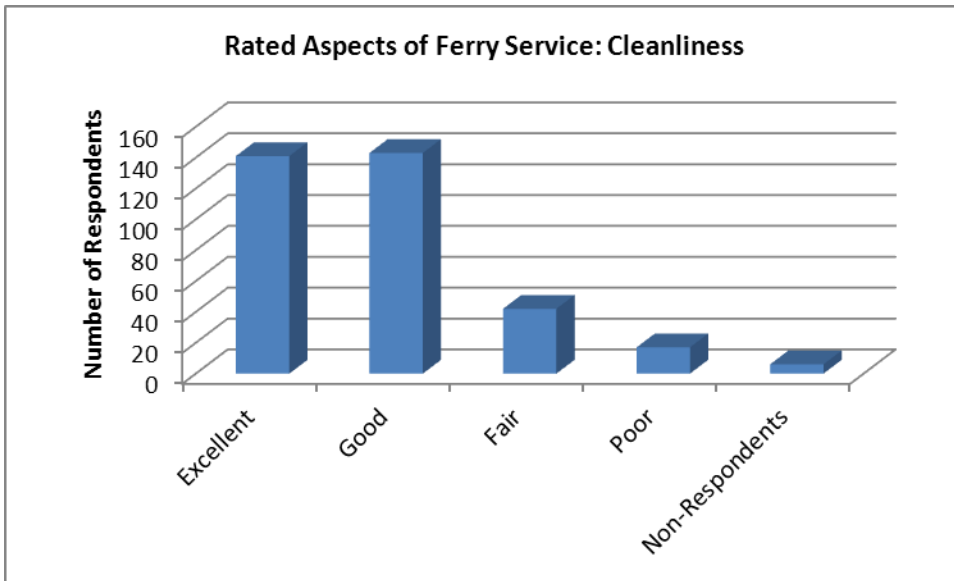
**Graph 14i:**



**Table 14i: Rated Aspects of Ferry Service: Clarity of Schedule**

Excellent	144	41.3%
Good	155	44.4%
Fair	26	7.4%
Poor	10	2.9%
Non-Respondents	14	4.0%
Total	349	100.0%

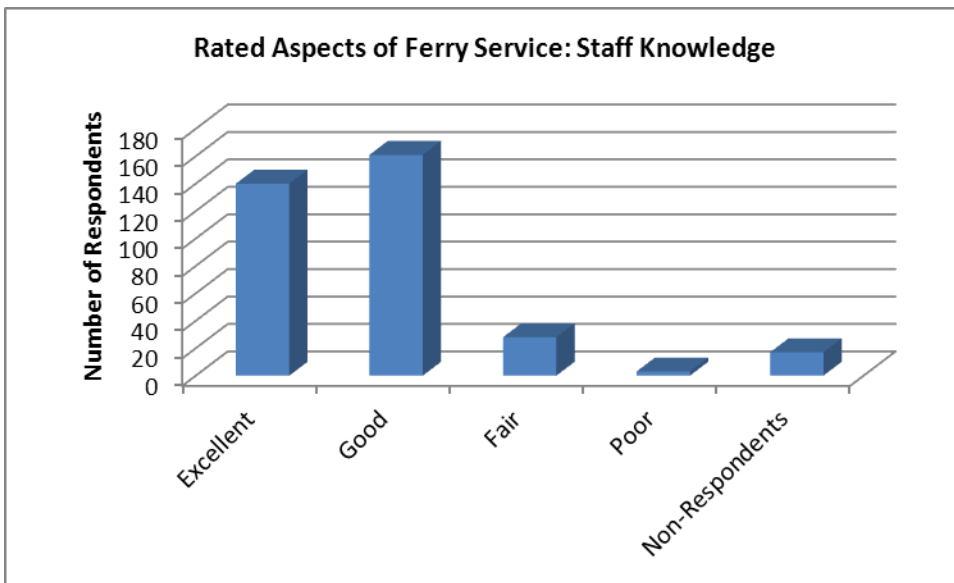
**Graph 14j:**



**Table 14j: Rated Aspects of Ferry Service: Friendliness**

Excellent	141	40.4%
Good	143	41.0%
Fair	42	12.0%
Poor	17	4.9%
Non-Respondents	6	1.7%
Total	349	100.0%

**Graph 14k:**

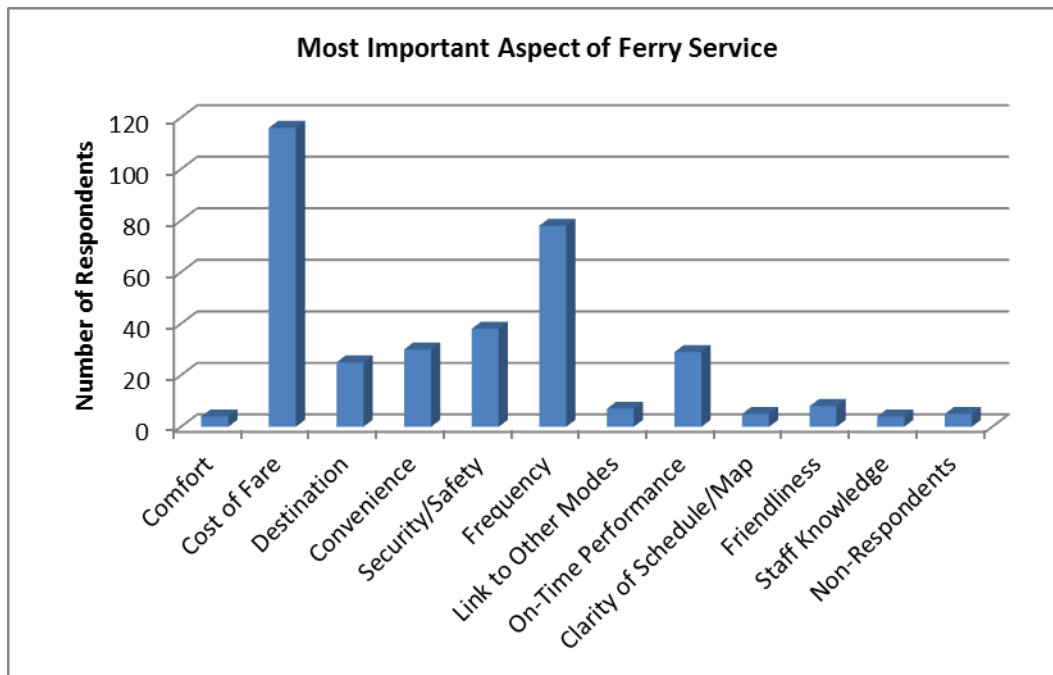


**Table 14k: Rated Aspects of Ferry Service: Staff Knowledge**

Excellent	140	40.1%
Good	161	46.1%
Fair	28	8.0%
Poor	3	0.9%
Non-Respondents	17	4.9%
Total	349	100.0%

Graphs 14a-k and Tables 14 a-k refer to the question that asked respondents to rate different aspects of the CBL ferry service on a scale from poor to excellent. Most aspects of service scored between good and excellent. Cost was the one exception, with almost 36% of respondents rating Casco Bay Lines performance in this category as “fair.” As shown in Graph and Table 15 (below), the cost category was selected by 33% of respondents as the most important aspect of service.

**Graph 15:**

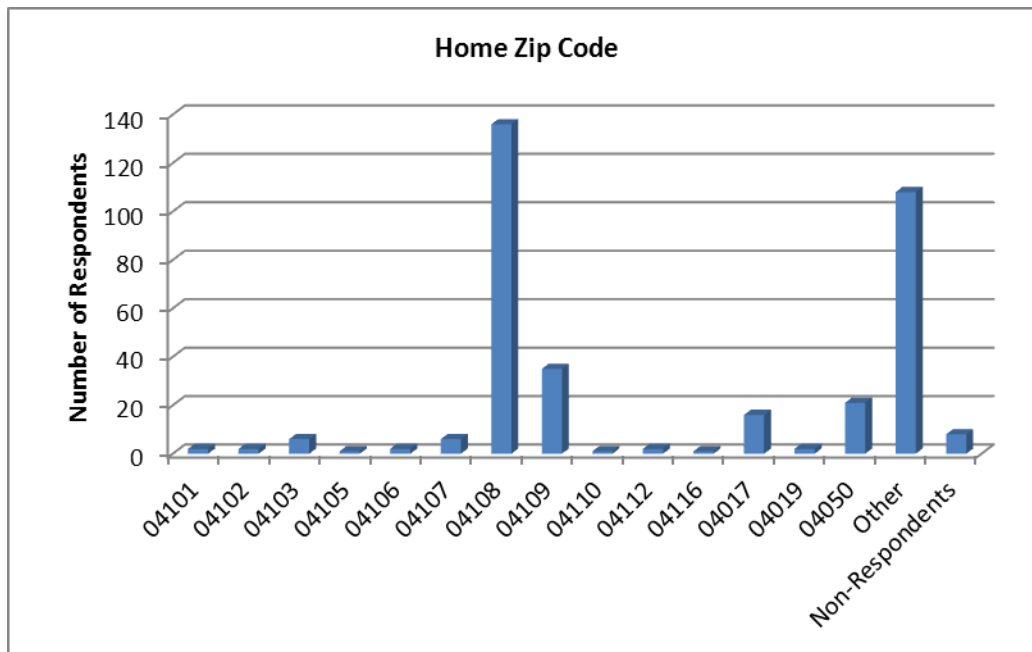


**Table 15: Most Important Aspect of Ferry Service**

Comfort	4	1.1%
Cost of Fare	116	33.2%
Destination	25	7.2%
Convenience	30	8.6%
Security/Safety	38	10.9%
Frequency	78	22.3%
Link to Other Modes	7	2.0%
On-Time Performance	29	8.3%
Clarity of Schedule/Map	5	1.4%
Friendliness	8	2.3%
Staff Knowledge	4	1.1%
Non-Respondents	5	1.4%
<b>Total</b>	<b>349</b>	<b>100.0%</b>

After cost of fare, frequency of service ranked next with 22%. CBL received high marks for this category with over 65% of respondents ranking them good to excellent. ‘Security’, and ‘comfort and convenience’, the aspects that scored the highest in level of customer service, were considered less of a priority.

**Graph 16:**



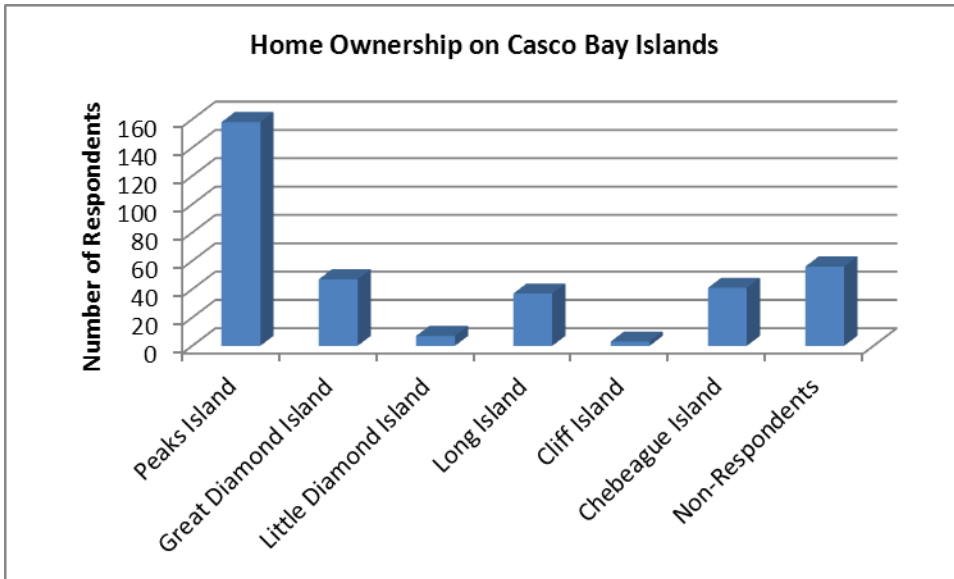
**Table 16: Home Zip Code**

04101 (Portland)	2	0.60%
04102 (Portland)	2	0.60%
04103 (Portland)	6	1.70%
04105 (Falmouth Foreside)	1	0.30%
04106 (South Portland)	2	0.60%
04107 (Cape Elizabeth)	6	1.70%
04108 (Peaks Island)	136	39.00%
04109 (Portland)	35	10.00%
04110 (Cumberland Foreside)	1	0.30%
04112 (Portland)	2	0.60%
04116 (South Portland)	1	0.30%
04017 (Chebeague Island)	16	4.60%
04019 (Cliff Island)	2	0.60%
04050 (Long Island)	21	6.00%
Other	108	30.90%
Non-Respondents	8	2.30%
<b>Total</b>	<b>349</b>	<b>100.00%</b>

Almost 40% of respondents reside in the 04108 (Peaks Island) zip code. The next category was “other” and it included a wide range of zip codes, mostly out of state. A few respondents listed their zip codes in the other category rather than choosing the option on the dropdown list, but these errors were not frequent enough to

cause any significant difference in the results. 04109 (Great Diamond, Little Diamond and Diamond Cove) ranked third with 10% of the responses.

**Graph 17:**

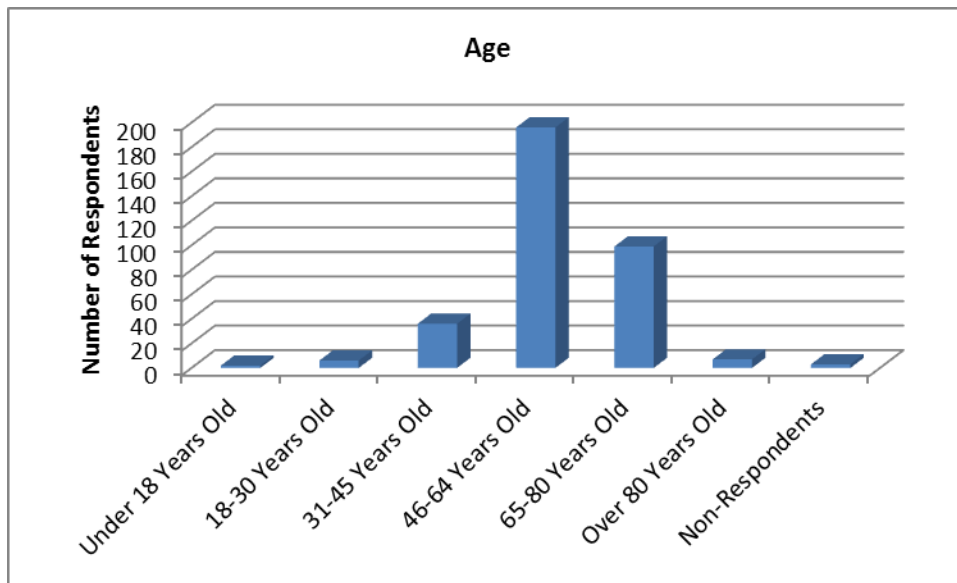


**Table 17: Home Ownership on Casco Bay Islands**

Peaks Island	158	45.3%
Great Diamond Island	47	13.5%
Little Diamond Island	7	2.0%
Long Island	37	10.6%
Cliff Island	3	0.9%
Chebeague Island	41	11.7%
Non-Respondents	56	16.0%
Total	349	100.0%

Consistent with Graph and Table 16, Graph and Table 17 show that most respondents own a home on Peaks Island. Following at a distant second is Great Diamond with 13.5%. 293 people or 84% of respondents answered the question. 56 people, about 16% skipped the question. It could be inferred that 16% of people taking the survey do not own a home and likely rent or do not live on the islands.

**Graph 18:**



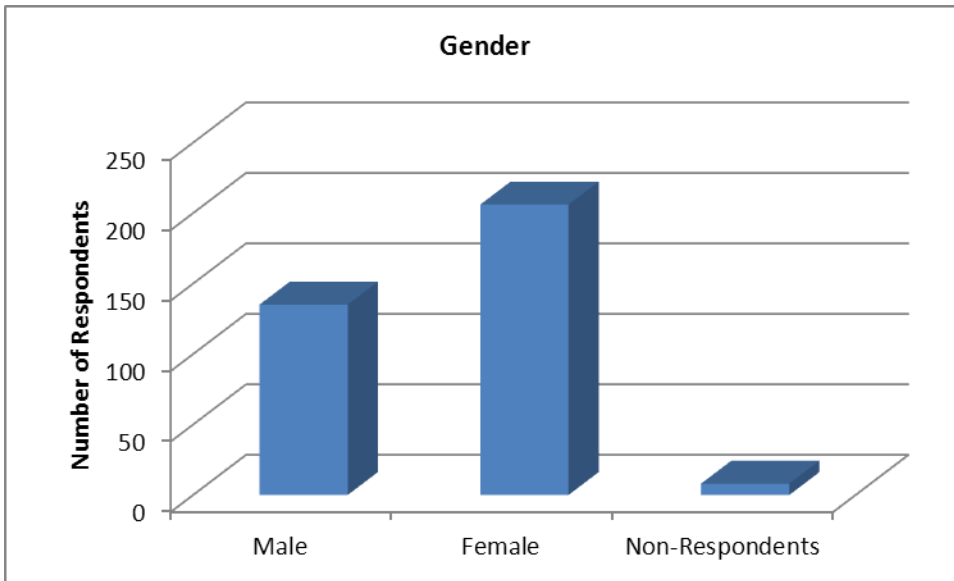
**Table 18: Age**

Under 18 Years Old	2	0.6%
18-30 Years Old	6	1.7%
31-45 Years Old	36	10.3%
46-64 Years Old	196	56.2%
65-80 Years Old	99	28.4%
Over 80 Years Old	7	2.0%
Non-Respondents	3	0.9%
Total	349	100.0%

Graph and Table 18 show the ages of the survey respondents. Over 56% of the respondents are between 46-64 years of age. About 29% of the respondents are between 65-80 years of age. Approximately 10% are between 31-45 years of age. According to the 2010 census, the median age in Maine is 42.7 years old. Further analysis for 2010 is not yet available.

According to the 2000 census data, 19.3% of the population of Portland was between the ages of 25-34 years, 16.8% of Portlanders were 35-44 years old, and 13.3% were between the ages of 45-54 years, and 15.7% of Portlanders were over 62 years old. In general, the average age of respondents appears to be older than the average age of Portlanders.

**Graph 19:**

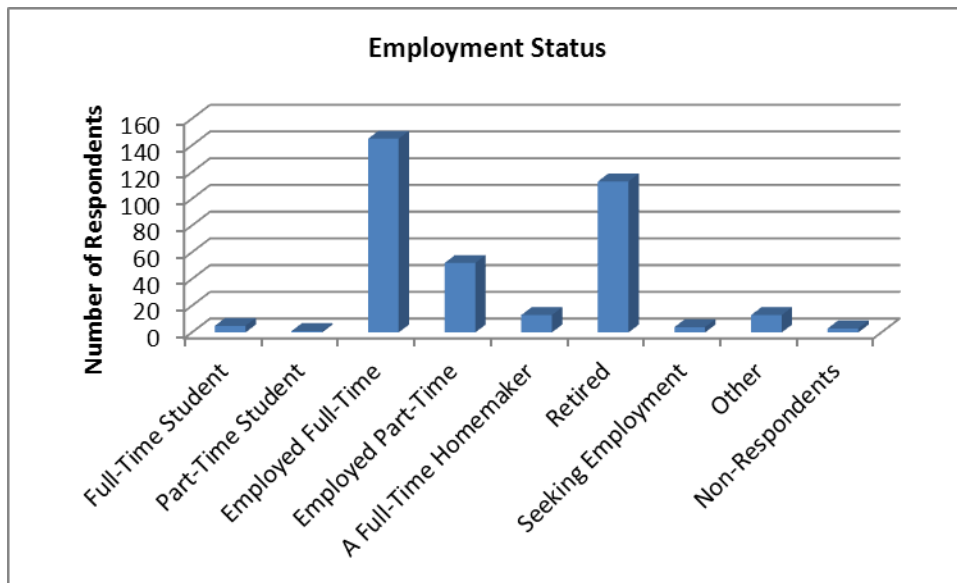


**Table 19: Gender**

Male	135	38.7%
Female	206	59.0%
Non-Respondents	8	2.3%
Total	349	100.0%

Graph and Table 19 show more female respondents than male. This data is ambiguous. As this was not an actual on-board survey but an online survey, one explanation for the result may be simply that more women responded to the survey than men.

**Graph 20:**

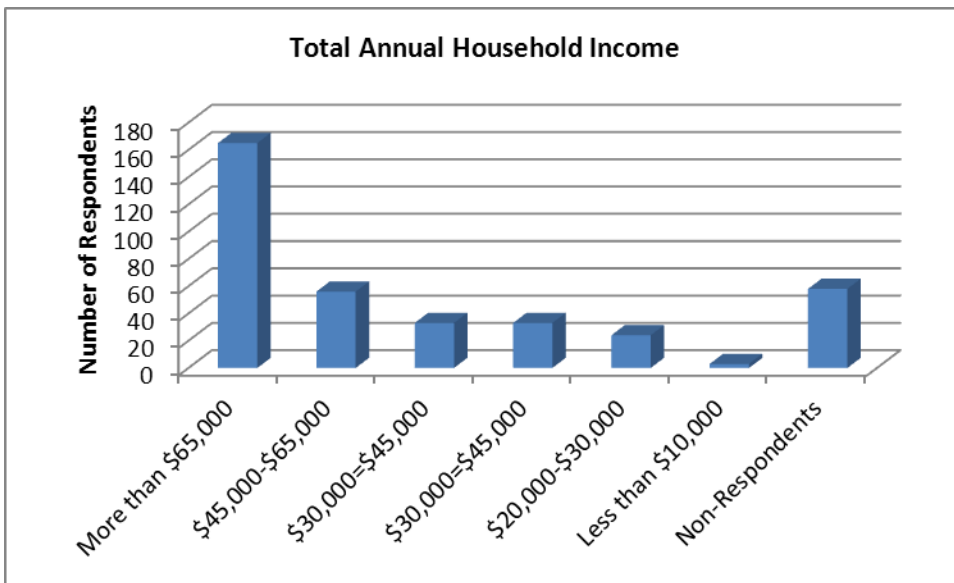


**Table 20: Employment Status**

Full-Time Student	5	1.4%
Part-Time Student	1	0.3%
Employed Full-Time	145	41.5%
Employed Part-Time	52	14.9%
A Full-Time Homemaker	13	3.7%
Retired	113	32.4%
Seeking Employment	4	1.1%
Other	13	3.7%
Non-Respondents	3	0.9%
Total	349	100.0%

As shown in Graph and Table 20, about 42% of the respondents are employed full-time, about 33% retired, and almost 15% employed part-time. Almost 6% of respondents list their occupation as either homemaker or student, and only 1.1% are unemployed and seeking employment.

**Graph 21:**

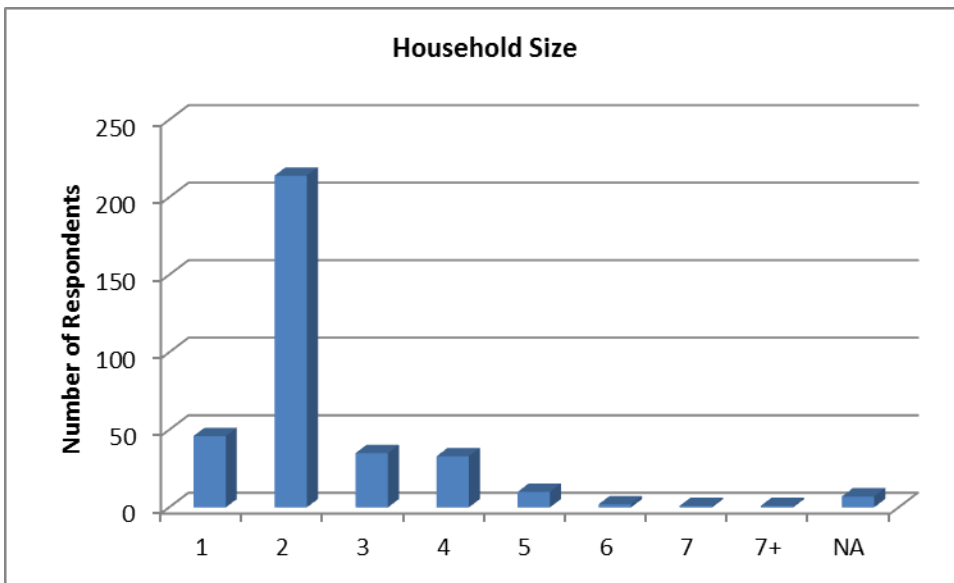


**Table 21: Total Annual Household Income**

More than \$65,000	165	47.3%
\$45,000-\$65,000	56	16.0%
\$30,000-\$45,000	33	9.5%
\$30,000=\$45,000	33	9.5%
\$20,000-\$30,000	24	6.9%
Less than \$10,000	3	0.9%
Non-Respondents	58	16.6%
<b>Total</b>	<b>349</b>	<b>100.0%</b>

In Graph and Table 21, the majority of respondents, 47.3%, earn over \$65,000 annually. 16% earn between \$45,000 and \$65,000, 9.5% earn between \$30,000 and \$45,000, and 6.9% earn between \$20,000 and \$30,000. Less than 1% earns less than \$20,000. According to the 2000 Census, the median household income for the City of Portland is \$48,285.

**Graph 22:**



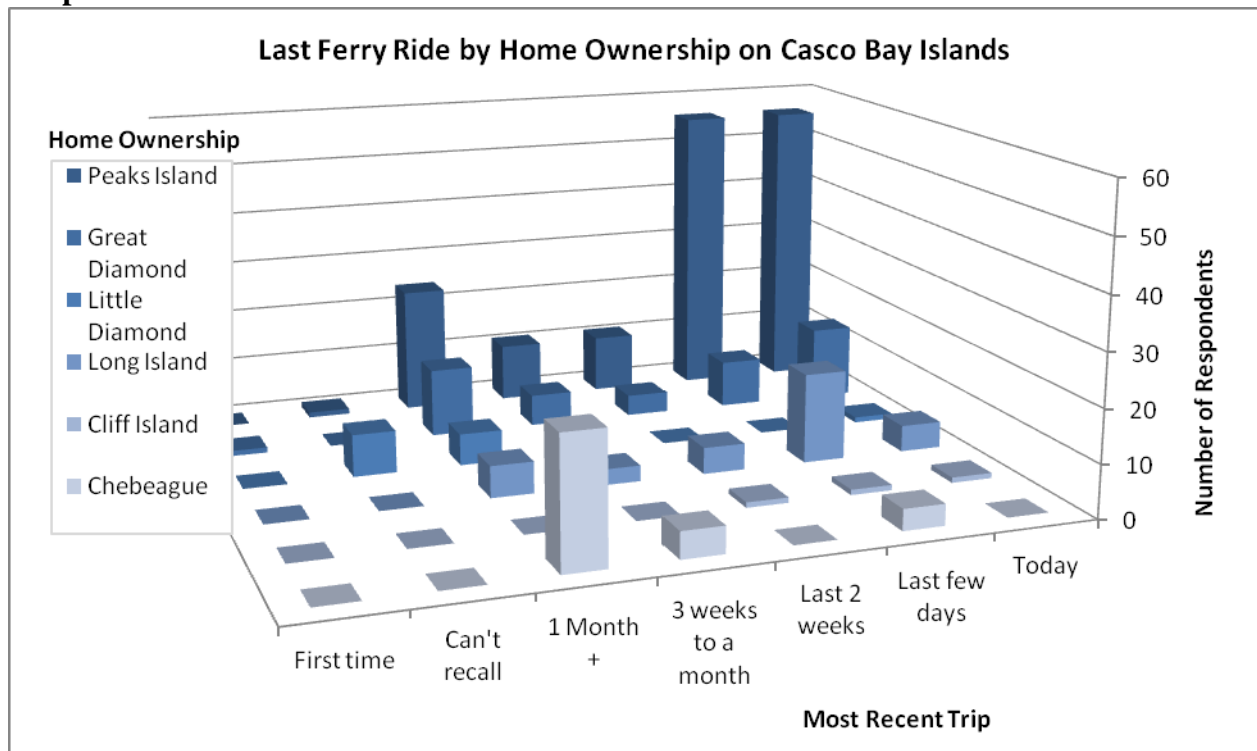
**Table 22: Household Size**

1	46	13.2%
2	214	61.3%
3	35	10.0%
4	33	9.5%
5	10	2.9%
6	2	0.6%
7	1	0.3%
7+	1	0.3%
Non-Respondents	7	2.0%
Total	349	100.0%

According to Graph and Table 21, approximately 61.3% of respondents claim only two people in their household. 13.2% claimed 1, 10% claimed 3, and only 9.5% claimed four. It appears from these results that the majority of households are smaller (1-3 people) and based on the other demographic information revealed in this survey, probably not families with small children.

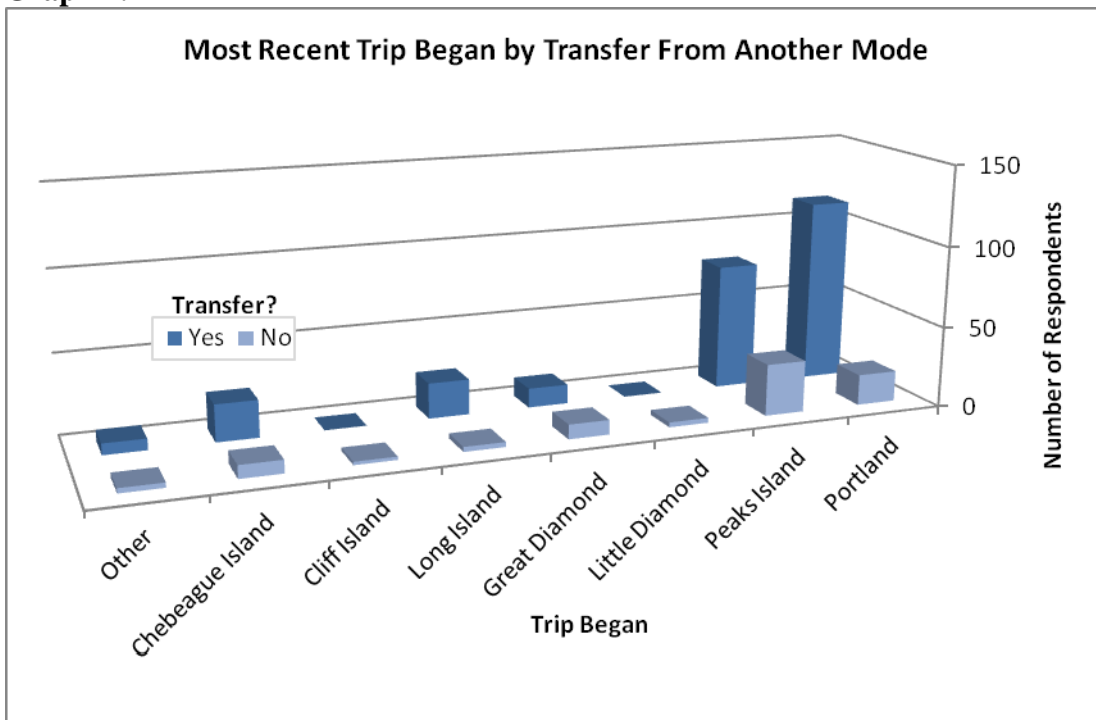
**-Cross-Referenced Data-**

**Graph 1:17**



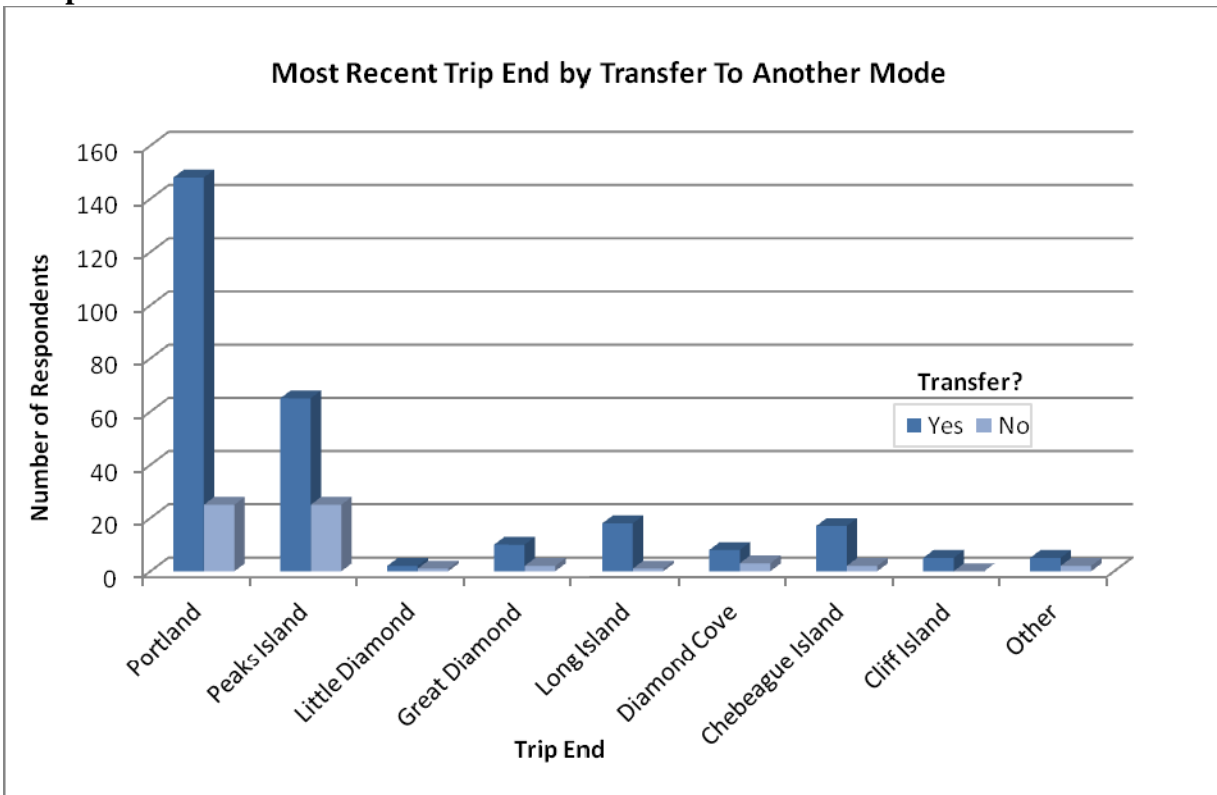
Graph 1:17 cross-references the day the respondent took their most recent ferry ride with the location of their home (if they own one). 73% (56) of the respondents who traveled the same day they took the survey also stated they own a home on Peaks Island, 18% (14) own a home on Great Diamond, and 20% (5) own a home on Long Island.

**Graph 2:4**



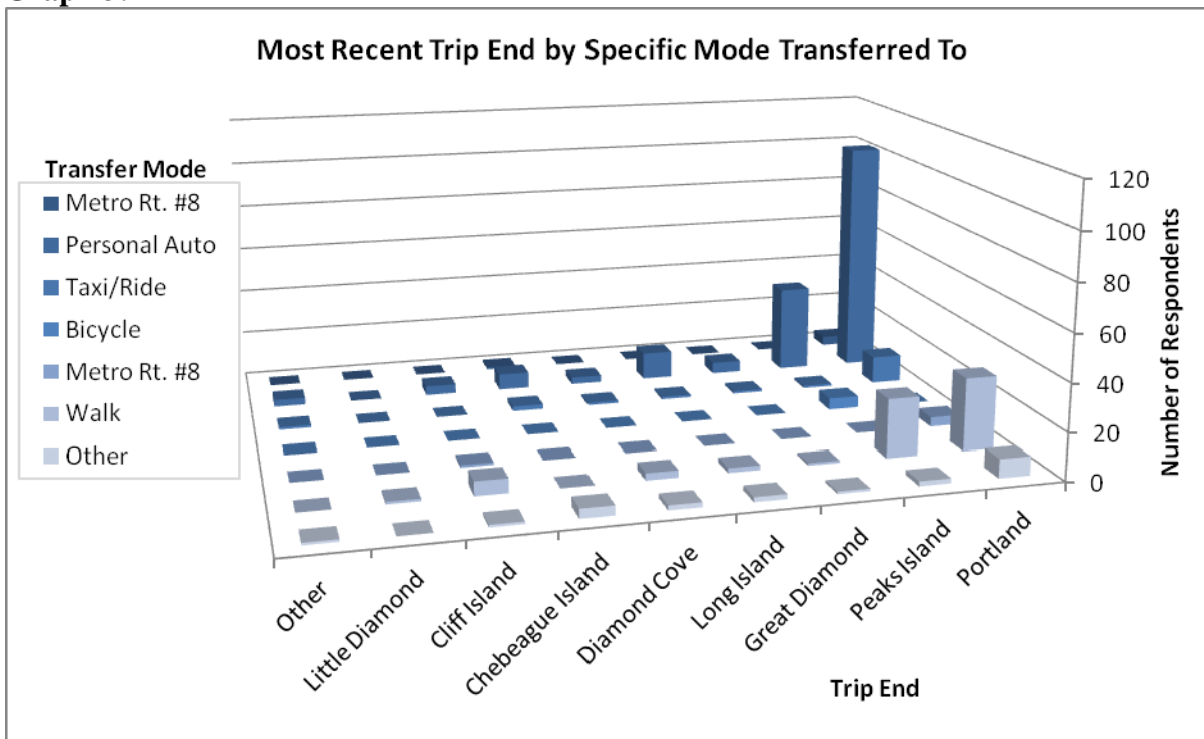
Graph 2:4 cross-references where the respondents' trip began with whether they transferred from another mode of transportation to the ferry. The most notable results were from those riders who began their trip in Portland or Peaks. 114 (34%) of respondents beginning from Portland and 78 (23%) of respondents from Peaks stated they transferred from another mode of transportation to the ferry.

**Graph 3:6**



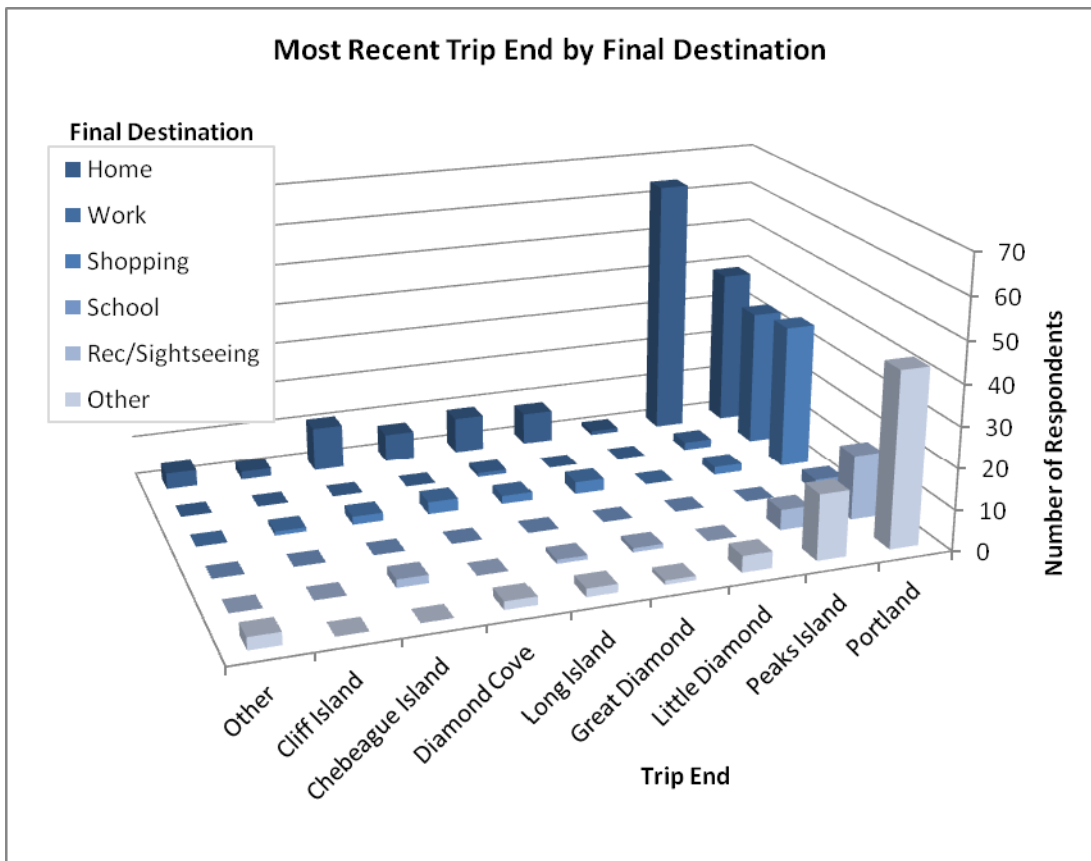
Graph 3:6 cross-references where the most recent trip ended with whether respondents changed to another mode of transportation after disembarking the ferry. 148 (44%) respondents said their most recent ferry trip ended in Portland and they transferred to another mode, while 65 (19%) respondents report their trip ended at Peaks where they transferred to another mode. 25 (7%) respondents from each group (Portland and Peaks) said they did not transfer to another mode of transportation after disembarking the ferry.

**Graph 3:7**



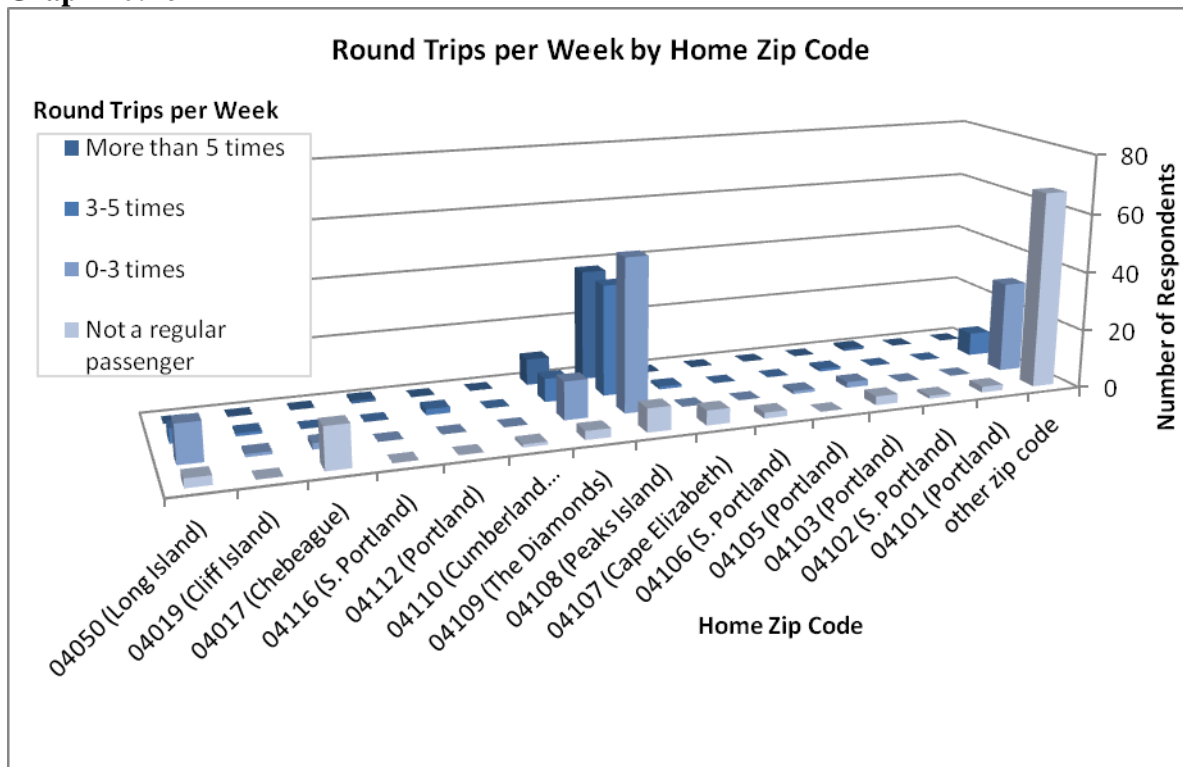
Graph 3:7 shows which modes were chosen. Once again, the personal automobile was the highest ranking mode. However, a large percentage of respondents ending their trip on one of the islands walked to their final destination. Of those riders that ended their trip in Portland (162 respondents), 65% of these (103) transferred to a personal automobile. Only 8 % (12) took a taxi and 20% walked to their final destination. Of the people ending their trip at Peaks Island (71 respondents), 54% (38) of them transferred to a personal automobile after disembarking the ferry, 35% (25) walked to their final destination, and 7% (5) transferred to a bicycle. For those whose final destination was Little Diamond (only 2 people), one reached their final destination by foot, and the other respondent answered “other.” Of those who ended their trip on Great Diamond (8 respondents), 5 transferred to a personal vehicle, one took a taxi, one walked and another indicated “other.” A large percentage (70%, 12) of those respondents ending their trip on Long Island transferred to a personal automobile.

**Graph 3:9**



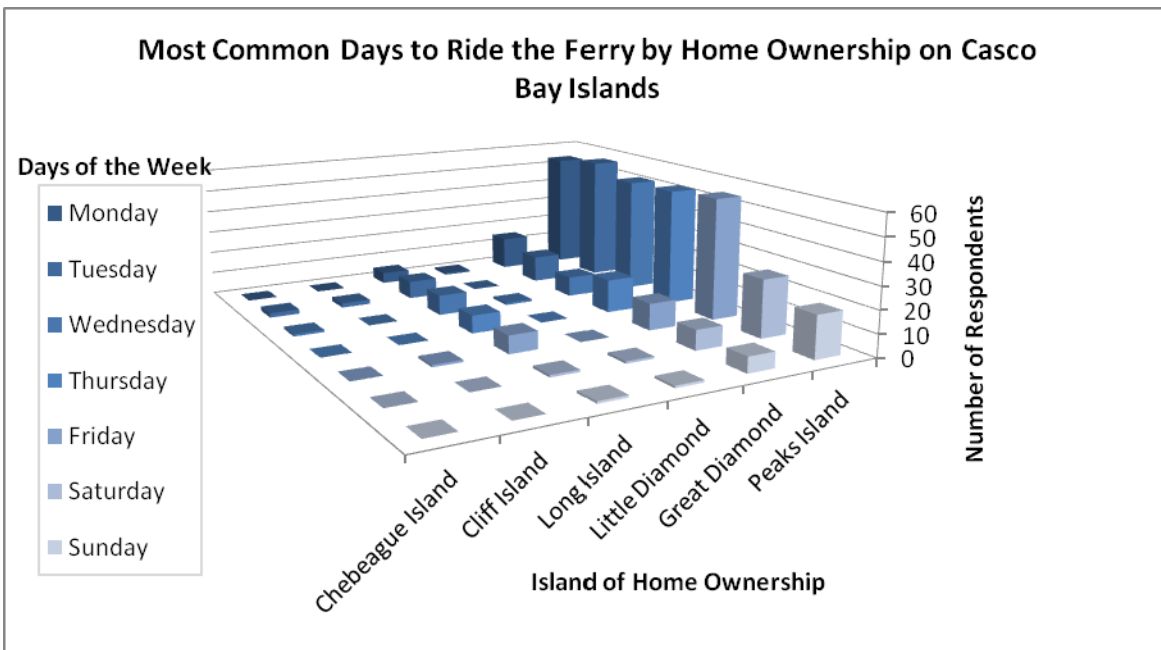
Graph 3:9 cross-references the ferry terminal where respondent’s most recent trip ended with the final destination location. In general, the results indicate that the majority of people whose destination was one of the islands were traveling home. Of those respondents whose most recent trip ended in Portland, only 23% (39) of people were going home, 20% (34) were headed to work, 21% (36) were shopping, 2% (3) were headed to school, and 25% (43) identified “other” as the purpose of their trip. Of the 330 respondents who answered the questions, the highest percent (19%, 64) stated they were ending their trip at home on Peaks Island.

**Graph 10:16**



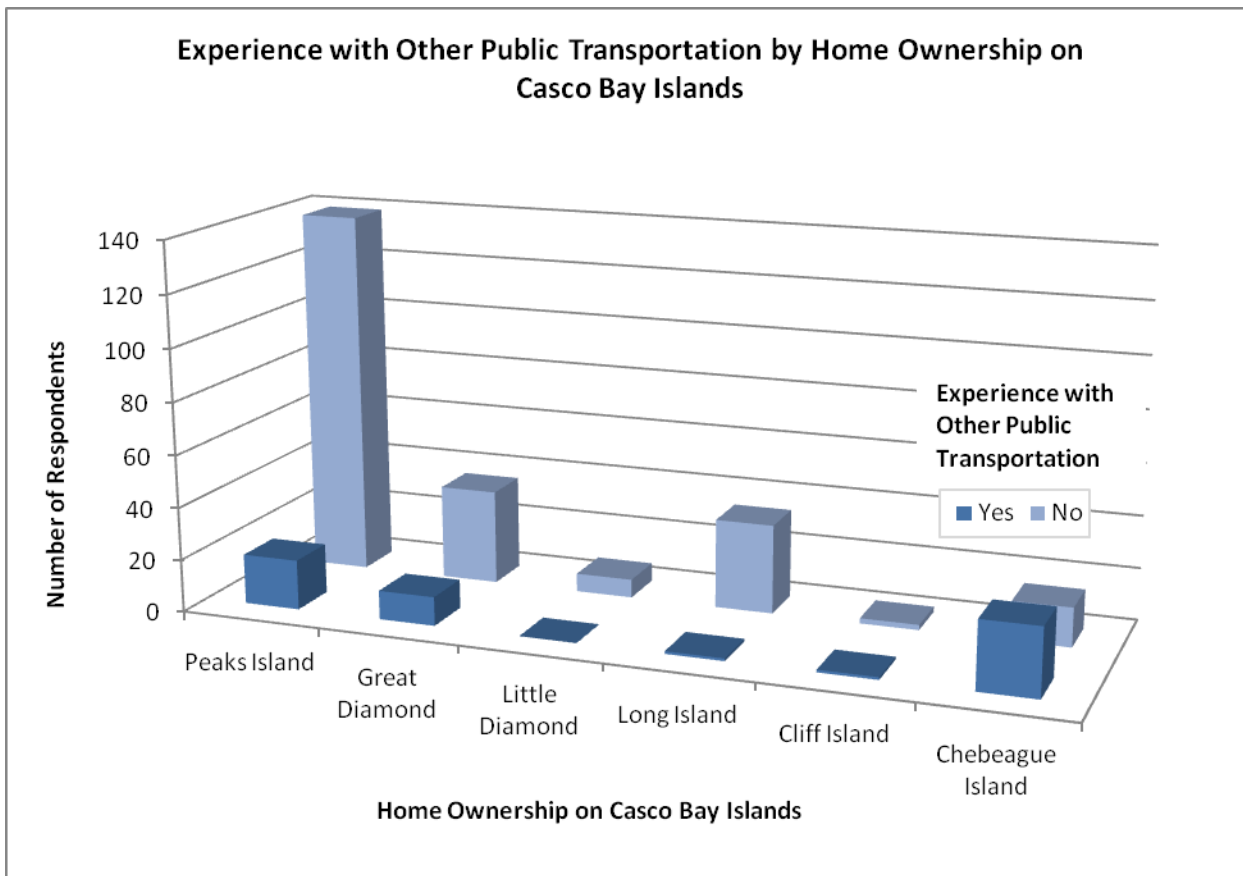
Graph 10:16 cross-references how often people travel per week on the ferry with their home zip code. The most responses came from those people living in the 04108 (Peaks Island) zip code. Of those respondents listing Peaks as their home (40% of the 337 respondents), 11% (38) use the ferry to commute more than 5 times per week, 11% (38) use it 3-5 times per week, 15% (52) use it 0-3 times per week, and 3% (8) report they are not regular passengers. Over half of the respondents (13 of 21 total) listing their home zip code as Long Island state they are only occasional users of the ferry. Of those respondents listing their home address as “other,” 63% (67) of respondents state they are only occasional users of the ferry.

**Table 11:17**



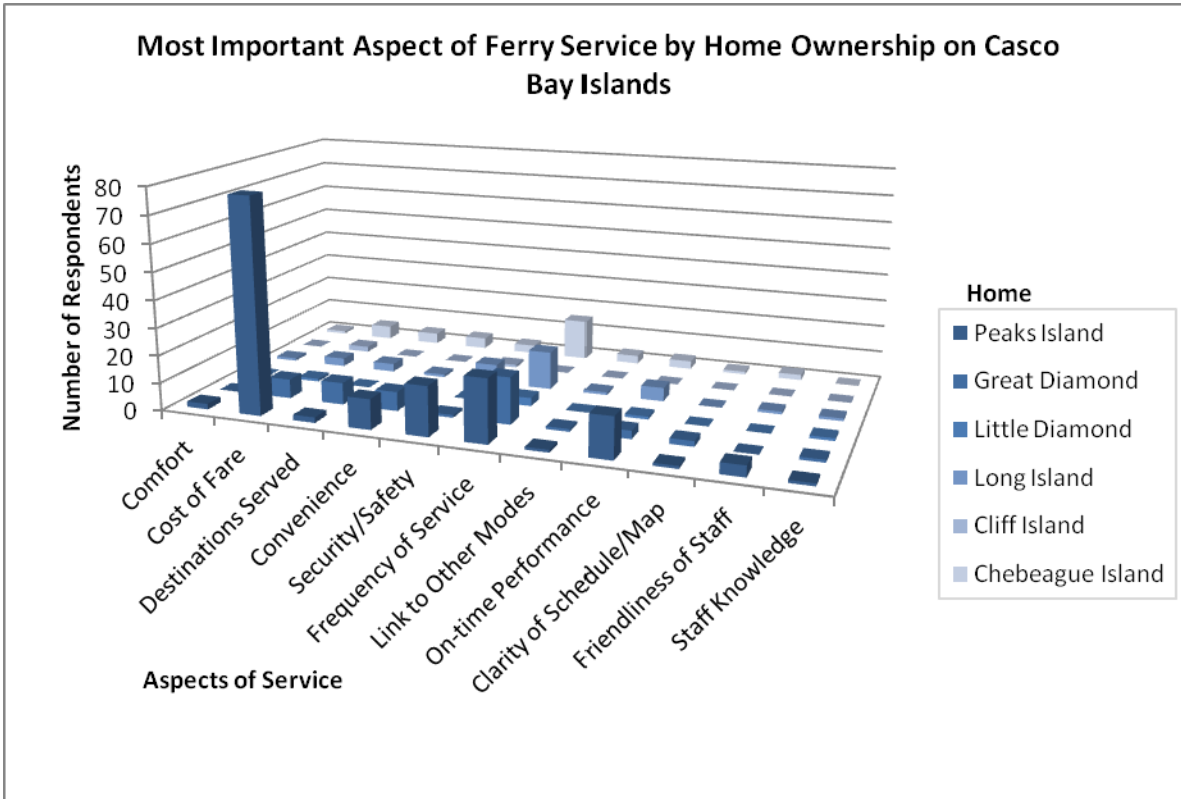
Graph 11:17 cross references the days of the week riders regularly commute with the particular Casco Bay Island they own a home. Graph 11:17 shows that Peaks Island covers the largest number of respondents. The responses are evenly distributed among the weekday choices with lower numbers on weekend travel days.

**Graph 13:17**



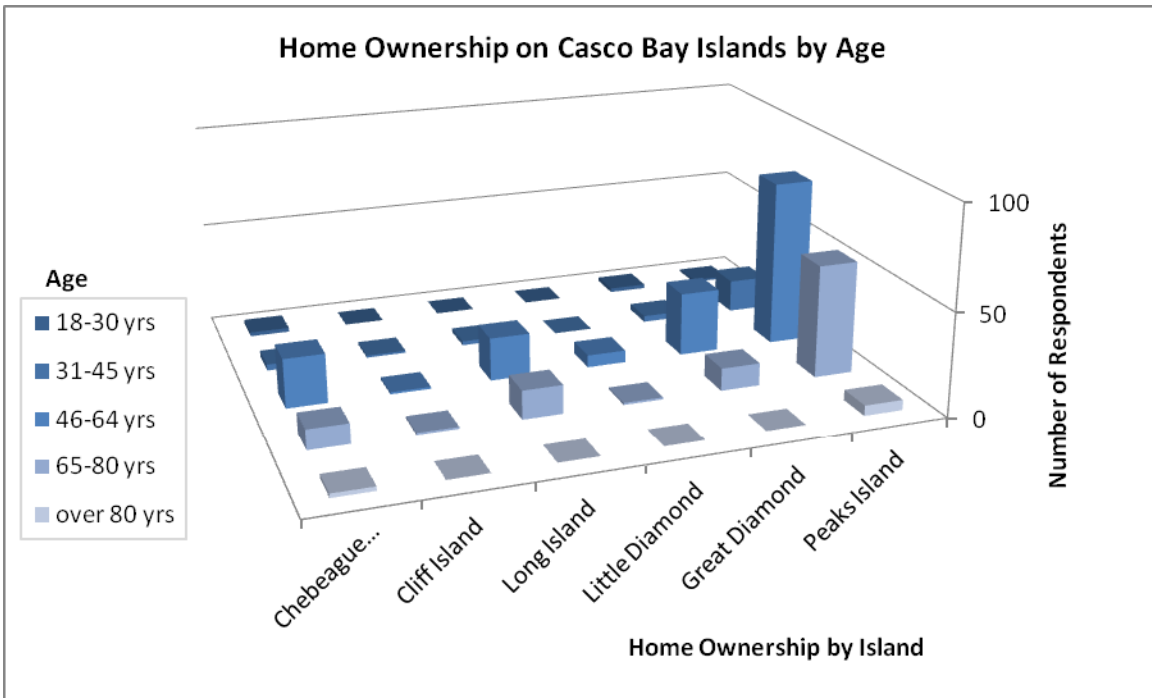
Graph 13:17 cross-references respondents that use other types of public transportation with those that own a home on one of the islands. Of those that live on Peaks Island, 7% (19) report they do use other types of public transportation, while 48% (139) state they do not. Of those from Great Diamond 4% (11) answered yes they do use other forms of public transportation, while 12% (36) say they do not. Of the respondents from Chebeague Island, 9% (26) state they use other forms of public transportation, and 5% (15) do not. This is probably because people traveling from Chebeague take the ferry to Cousins Island, where they have to get on a bus to get to the mainland parking lot in Yarmouth.

**Graph 15:17**



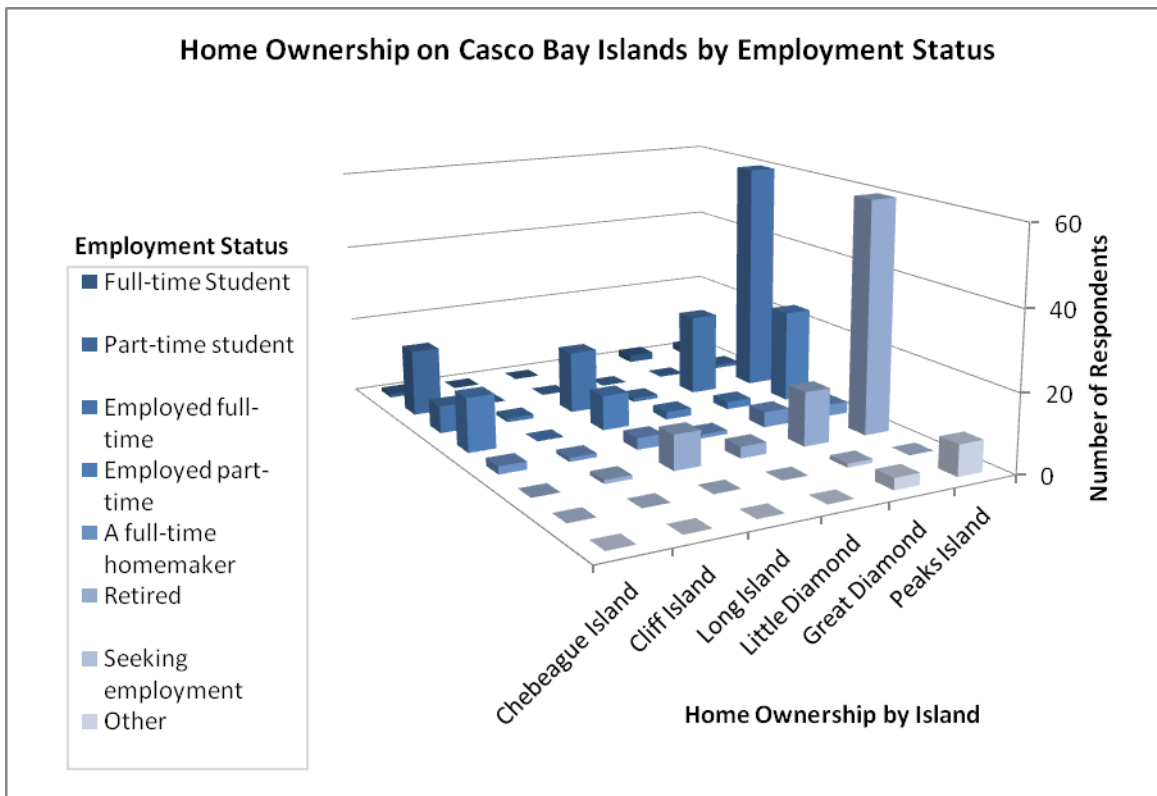
Graph 15:17 cross-references island home ownership with customer service priorities. The highest category of respondents in any single category was for Peaks Island. 78 of 156 Peaks Island homeowners reported cost of fare as their top customer service priority. Frequency of service, security and safety and on-time performance also ranked high among Peaks Island homeowners. Among Great Diamond homeowners, frequency of service ranked far above any other category with 17 (36%) of the 47 respondents choosing this category.

**Graph 17:18**



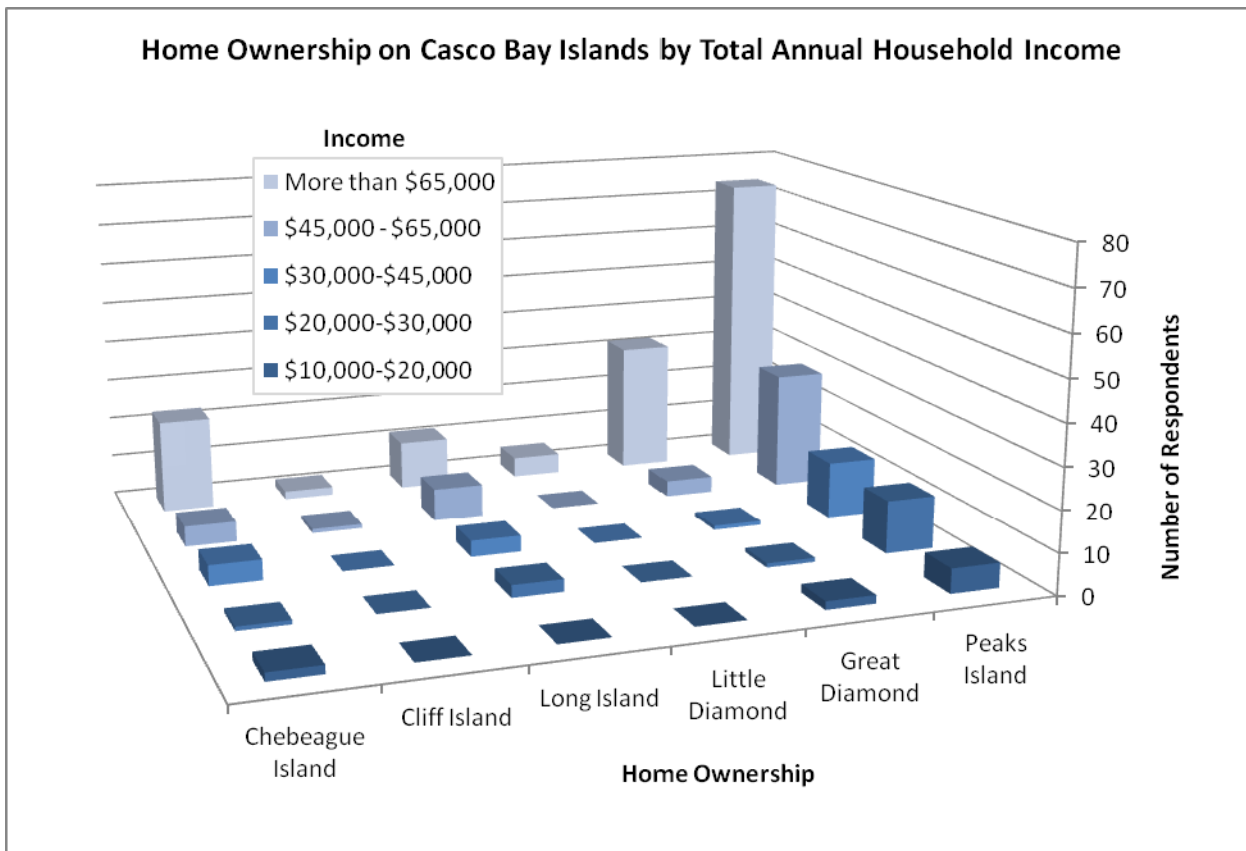
Graph 17:18 cross-references homeownership and age. 293 people answered both questions. The largest subgroup (81, 28% of total respondents) owns a home on Peaks Island and is between the ages of 46 and 64, while 55 people (19%) own a home on Peaks and are between the ages of 65 and 80 years old. The next largest subgroup was on Great Diamond Island, where 31 people (11%) between the ages of 46-64 years old report owning a home.

**Graph 17:20**



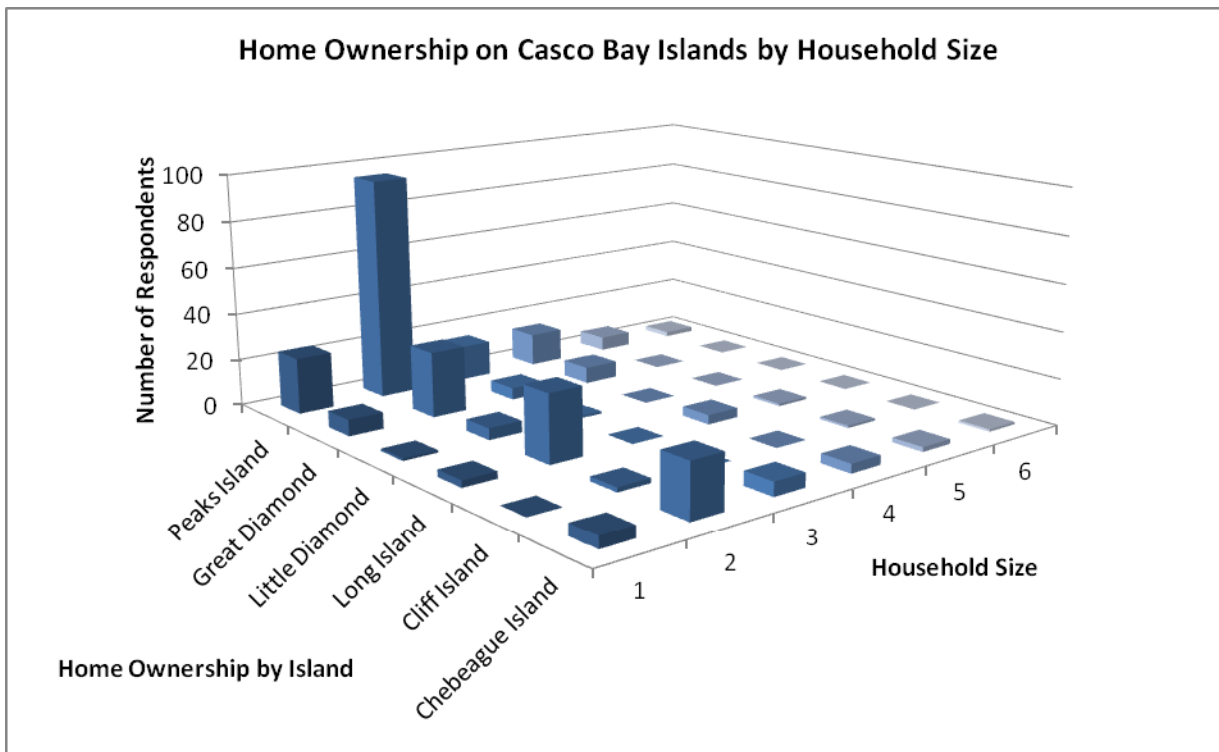
Graph 17:20 cross-references island home ownership with employment status. 293 people answered both questions. Most respondents, as indicated in prior questions, say they own a home on Peaks Island. 60 (20% of total respondents) people answered they are Peaks Island homeowners and work full-time, 60 (20%) are Peaks Island homeowners and are retired, and 24 (8%) are employed part-time. Of those who own a home on Great Diamond, 21 (7%) are employed full-time.

**Graph 17:21**



Graph 17:21 cross-references home ownership with income. 247 people answered the question. 74 respondents (30% of the total) own a home on Peaks Island and report a household income of more than \$65,000 annually. 32 (13%) own a home on Great Diamond and also report an annual income of over \$65,000. 29 (12%) also own a home on Peaks Island but report an income of between \$45,000- \$65,000 annually. 23 (9%) people owning a home on Chebeague Island report an annual income over \$65,000.

Graph 17:22



Graph 17:22 cross-references island homeownership with the number of occupants in the household. 291 people answered both questions. The highest concentration is Peaks Island, with 95 (33%) respondents having a household of two people. The next largest concentration was 29 (10%) people living on Long Island having a household size of two people. The third most significant concentration occurred on Great Diamond Island with 28 (11%) people reporting a household size of two people. The fourth most significant concentration was Chebeague Island, with 23 respondents (8%) reporting a household size of two.

## **-Additional Comments by Topic-**

The last question of the survey allowed respondents to make general written comments relating to their experiences using Casco Bay Lines. The following is the list of written comments provided by respondents organized by topic. Comments that span multiple topics have been coded (A, B, C), with each individual idea or suggestion placed in the appropriate category.

### **Accessibility to Other Public Transportation**

- A. Better coordinate public transportation on the mainland, including airline travel, especially during the summer months.
- B. monitoring car line to ensure fairness in getting on ferry at peak times, more car ferries at peak times.
- C. The connections to the bus are not timed well. If the bus is late on my way home from work (#4 coming into Portland), I miss the 5:35 ferry and am stuck until the 7:15.
- Easier and/or more direct (emphasis!) service to bus/train/airport services and grocery.
- Airport and bus station shuttle service.
- We love the ferry. It would be great if connections with the city of Portland bus as well as the bus service to Boston were better. It is often impossible to get from the ferry to the PTC for a bus - and vice versa - except by taxi.
- Better connections among regional providers. Bus #8 should run until 8:00 pm as we often take Concord Bus line from Boston and must walk to CBL from Elm St. with baggage.

### **Appropriate Fleet Size**

- D. We see many boats traveling up and down the bay that are almost empty. What a waste! Get a smaller boat for less frequented islands.
- E. Get a smaller car ferry, not another Aucosisco clone/behemoth.
- F. We're purchasing the wrong new boat! The captains don't think the new boat is needed. The passengers don't think it is the right boat. I don't think it is best design for cars freight, and people transportation. When I have mentioned my opinion, I get a real smoooooze job about we had to have a "shovel ready" plan to get the grant monies and we're going to spend less than granted to get a boat we don't need. There are rumors that the management team doesn't really want to be in the freight business. With mismanagement of freight charges and a boat that isn't designed to carry much freight, I'd say the rumor just might come true. More boats
- G. CBL does not have a fleet that meets the current needs.
- H. I would probably use service more frequently if there were more boats.
- R. Smaller, faster and more efficient vessels that run with greater frequency at a lower cost.
- Smaller passenger boats to fit the scale of typical ridership. The large boats recently bought are too expensive to operate relative to the ridership. Seems like CBL is designing the boats for peak summer ridership. The dock space is not adequate, the insurance too high and the required crew too large make for a bad sustainable investment no matter what the gov't subsidy is to purchase to boat.

### **Cleanliness**

- E. Clean the ferries more often.
- F. The men's restroom in the terminal building is filthy, smelly, and certainly unsanitary. Maintenance of the restrooms doesn't seem to be important. When I have mentioned the poor restroom maintenance, I have been told they are public restrooms and not much can be done (and so – not much is done to keep them clean. So, as a customer, I have to accept urine puddle on the floor, papers tossed all over, feces on the stall walls, toilet seats, and floor, no paper towels, faucets that are difficult to wash under, and soap

dispensers that are not appropriately located for sanitary use and out of soap. Most of the restaurants have signs that say no public restrooms – only for patrons. Take the CBITD restrooms off the public restroom list or build restrooms that the skateboarders and homeless can use and clean and maintain the existing restrooms for paying patrons. The facilities need a thorough pressure washing, door repairs, different sinks and faucets, and soap dispensers that are properly located.

- I. Another serious problem is the amount of cigarette smoke surrounding the ferry terminal. People who are not smokers are forced to breathe air that is virtually saturated with smoke from so many smokers. Especially in the areas that are considered "outdoors" but are mostly enclosed because of the roofs. It is simply intolerable. The same applies for idling vehicles. The terminal area should be a "no idle zone" and a smoke free zone.
- J. Cleanliness. The bathrooms on the boats and in the waiting area are disgusting.
- K. Freight agent smoking at freight shed entrance, why do we have to walk past this every morning and isn't there a law against smoking in the workplace? Clean restrooms would be nice. It is as if there is no one responsible once the cleaning person leaves.
- L. The boats are comfortable and clean. That is very important.
- M. You have generally fine, friendly and capable staff, but they are absent for the trip from point to point. They should be in the cabins and keeping the boat safe and clean. The condition of the cabins is a disgrace. If the staff is deserving of living wages, then they should be willing to work at any job to make the ferry service more efficient, secure and enjoyable for every customer.
- N. It would be nice if interior paint (mostly around doors) could be washed occasionally and graffiti removed from seats. Perhaps there would be less graffiti if a crew member came through the cabins now and then when students are on board.
- Pretty satisfied-it is definitely not a lovely boat and the ladies room is not so good at the terminal-Thank you and have peaceful New Year.

### **Comfort**

- O. Comfort on board is pretty important (and it's usually fine, except for one particular boat...hmmm).
- More comfortable seats

### **Fare Costs**

- B. Lower costs.
- C. I think the bike fare is way too high for those (like me) who commute daily by bike. Bike fare more than doubles my monthly transportation costs.
- D. Rates are ridiculous. Peaks supports the whole bay.
- F. When can we have a scan-able card or key ring plastic fob (electronic ticketing) to ride the ferry so we don't have to routinely purchase tickets and we can significantly reduce the cost of printing and collecting tickets? Thanks for making vending machines, papers, schedules, ATM, and city information available in the terminal.
- G. Shore side should cost less than the marine side.
- P. Make the tickets more affordable for the year round commuters
- Q. The answers were for the winter prices and schedules, the summer prices are way too high for year round residents--cut costs by using fewer boats in summer.
- R. Adjust price.
- S. CHEAPER FARES!
- Go after federal subsidies to help reduce cost of tickets. Buy the parking garage - income would help to lower parking costs.
- I find the cost of the tickets ridiculously high...The ferry service was originally intended solely for transportation...it appears that as time has passed that is not the case. Cruises, parties and a nearly

"picture perfect" terminal have greatly increased fares and are not what the original intent of strictly service for ISLANDERS has generated. It appears that people from away have wanted these transformations which have impacted Permanent Islanders greatly and not for the better. Years ago it was "kept simple" and was geared for Islanders...Now it seems to me it is geared for those From Away. AND, if Casco Bay Lines is Owned by Islanders it should be geared for the Owners rather than creating hardships. Prices for a 2.2 nautical mile ferry ride are ridiculous!!!

- Reduce fares.
- Lower fares for islanders by getting Portland to fund CBL like it does the bus.
- Fares are so high. People who own property on the islands should get a break in the fares.
- Year round prices for residents-not seasonal rates for the residents
- Affordability
- Hold the fares steady.
- Lower the cost of tickets and I'd go back and forth a lot more. And why is a dog ticket the same price as a human adult ticket off-season? Seems a little much.
- Doing a good job, but summer rates, which are actually 6 mo. of the year are too high.

### **Freight/Car Ferry Service**

- G. Loss of down bay freight business to others, very disturbing.
- H. Freight Service is very good.
- S. More standardized rate schedule for freight.
- T. We are seasonal residents who come up in the winter - it would be nice (since the rates are reasonable - if they were summer rates we wouldn't do it) to bring the car across in crummy weather.
- U. I use CBL mostly for my business freight.
- V. My husband has the freight service on Chebeague and everyone has always been great. Thank you.
- W. Charging different freight prices depending on who you are which has gone on for a very long time....
- X. I used to own Nellie G Cafe and freight service was always good.
- Wish you went back to car ferry service more often like it used to be we have to pay extra to get! It's harder every year to get cars to Chebeague! Have to stay at inn or leave island earlier! People I talk to are upset! Family Members use it 7 times a summer! Please, please more service on the UPPER deck again! Bring back the old days when we could get to the island and depend on you!
- I frequently use CBL for hauling freight to Chebeague.
- We use Casco Bay Lines all the time for freight and grocery delivery, but use CTC for regular trips to town since we have a parking space in the CTC lot.
- Car ferry should run all the time. During the winter months I would use the car ferry to transport my vehicle back to Peaks in the evening.
- CBL important to me for large freight mail services.
- I have the banana boxes full of groceries traveling from Shaw's to my home on Chebeague. I wish you would not always load them onto the bottom of the pallet!!

### **Frequency/Schedule/Timeliness**

- A. More frequent service to Chebeague Island.
- C. There are huge gaps in the schedule at the times of day I normally would like to get on or off Peaks Island (between 8 and 11 in the morning (off island) and 5 and 7 in the evening (returning to Peaks)).
- E. Make schedule changes to satisfy customers. Get the 615 to be 6AM so people can get to work.
- I. The two hour break at mid-day and the 1 hr. 45 min. break between 5:35 and 7:15 in the Peaks to Portland run create huge problems in trying to get errands done on days off from work (the mid-day break) and the evening break when coming home from work means a late dinner, delayed bed time and

diminished family time. There is nothing more frustrating than not being able to get to the 5:35 if we are held up at work and then having to kill nearly two hours of precious evening time.

- L. Continue to have on time service. Important for airline connections.
- Q. Summer boats are often not on time.
- R. Improve number of trips to and from LDI.
- T. Car ferry service in the evenings - off season especially would be nice - at least one of the runs after 6 p.m.
- Y. More frequent trips in spring and fall or adjust costs in spring and fall.
- Fabulous service. Need more Diamond Cove stops year round. Seems like way too many to state pier based on number of people on that end of the island vs. Diamond Cove. Maybe DC stop should be the main stop on Great Diamond Island.
- More service to DC in the off-season. A schedule that indicates ferry service to and from other islands - ferry service from the diamonds to peaks, vice versa.
- Peaks should have no more daily trips than the rest of the islands.
- Better Chebeague-Portland service would be greatly appreciated.
- Would be great to have an earlier late afternoon run to Chebeague in the summer (such as a 5:00 boat). I would commute to work from Chebeague on Casco Bay Lines if the afternoon boat wasn't so late. Otherwise, the service is fine. Thank you.
- I used to live on Peaks and now I live on Chebeague. The one inconvenience to using Casco Bay Lines to get to Portland and back is that I don't know when the arrival times are... the schedule doesn't say. And sometimes the ferry goes back to Cliff when it was just there... and sometimes we just sit there... it doesn't make sense to us. The ride is already long just because it has to be, which is fine, but why are we going back to Cliff and why are we just sitting there for fifteen minutes? Aside from that... if it were more frequent - like maybe a late boat from Portland, I would use it much more. Thanks!
- As a Chebeague Island summer resident without a mainland car I take Casco Bay Lines instead of CTC because of convenience to downtown Portland. If Cumberland County transit had better service (any at all) between Cousins Island and downtown, I would be inclined to ride CTC because of their frequency and the short trip. I am however very fond of Casco Bay Lines. The crew is very friendly, helpful. The boats are in great shape and so attractive compared to the Vinalhaven boats. When I see one on the water and catch its tell-tale yellow I smile. You provide a great service to people, Thanks. I only wish you ran more boats to Chebeague, especially later departures both to and fro.
- Later trip home from Portland so islanders can use the service to shop AND dine in the city
- More trips in the spring and fall afternoons. I can never get out there during that time of year.
- Greater frequency of runs would help.
- Better service to Diamond Cove.
- One more scheduled trip during winter.
- More frequent ferry service to Diamond Cove.
- Need inter island ferries. Peaks ← → Diamonds for example.
- Being on time, even if that leaves islanders behind. It is islanders not CBL that make the vessels late.
- Buses run more frequently and early commuter boats from Peaks leave on time and not wait for the people that are regularly late.

### **Handicap Accessibility**

- Need to address handicap accessibility at Little Diamond dock.

## Parking

- Y. Parking is at best, difficult.
- Z. Enable affordable automobile parking in Portland.
- Long term parking at reasonable rates.
- I think there should be a summer spouse parking rate discount.
- More reasonably priced parking within walking distance of ferry.
- More parking/cost of parking on the high side. Sometimes cheaper to bring car over then park in Portland.
- MORE AUTOMOBILE PARKING

## Staff/Management

- E. Negotiate fairly with the crews for their first pay raise in two years. Quit giving bonuses to the General Manager and Operations Manager (cut their pay if anything). Public relations -- sort out the union discord and work on staff interaction with the public. Crews are great, management is not. Have Board meetings on islands at convenient times. Board should be elected yearly so that better feedback will be listened to.
- F. I think the behavior of the CBITD Board and Management team regarding resolution to labor contract is irresponsible, insulting, and unconscionable. A union exists because management didn't treat employees well. Now you have a responsibility to work with the union to agree to and sign a contract. Going 3 years without a contract and no raises and then offering 0%, 0%, and 1% increases is a genuine slap in the face to really capable crew members. How can the management team look themselves in the mirror and feel good about their goals and the outcomes generated? Yep – I know – I've heard the management tag line: we're doing this because we are a not-for-profit company and if we gave raises we'd have to increase fares – not if the business was well managed and effective cost reduction and cost containment projects were on going and the freight process was stabilized (fixed). If I had the power to do so, I would terminate the General Manager and Operations Manager for being irresponsible on so many counts. Response to customer phone calls and e-mails is abysmal! Each month for 6 months I have submitted my e-mail address to receive the monthly newsletter and I am still not receiving it. I've tried calling to ask questions and spent over 6 minutes listening to the automated attendant, then choosing a specific office, listening to the automated attendant again, choosing another department and listening to the automated attendant again. Rumor has it that some office phones are set up to not ring so calls don't have to be taken. Feels like that is true. E-mail messages are not acknowledged or responded to. I've sent several e-mail inquiries and ideas and I get no response or acknowledgement when talking face-to-face with the managers. I think the crews are, in general, fantastic! They go out of their way to assist passengers, answer questions, and ensure on-board safety. The efficiency and genuine concern for maintaining the schedule is impressive. I know they work hard to keep the boats tidy and to make the environment pleasant. They are a pleasure in the commute.
- G. CBL is management "top-heavy". Too many irresponsible and costly decisions made by the board in the last few years. My outlook for the future of CBL if the Board does not make radical changes to its management approach is quite gloomy!
- H. Personnel are very helpful & considerate.
- J. Most of the staff is great but one crew member needs retraining bad. Your long-term staff members are great & getting to know new ones.
- K. Misinformation or no information from staff. No one answers phone, answers to the same question are different every time. Staff members individually are enthusiastic but there is no leadership or direction. Who gives them information/training - is there any training on general information/pricing/policies, or are the staff expected to just make their best guess? In general the staff is incredible but there is no communication or supervision from the top.

- L. Staff is great!!! Merry Christmas my friends. Been riding the ferries for 60 years.
- O. In terms of friendliness of staff, some (I would say most) of the staff are GREAT - even exceptional, in terms of friendliness and helpfulness - beyond the call of duty. There are a FEW exceptions though, a couple of folks who are rather challenging to deal with and/or very unfriendly, and that is a shame, as so many of the CBL staff try SO HARD, it is clear. So, thanks for those great ones...we DO appreciate them, very, very much.
- P. Give the crew a fair contract.
- U. It's great when your staff is helpful and friendly when I meet the boat. Most importantly knowing how to handle the materials to prevent damage. Thanks!
- V. I have been down the bay 35 years. The staff on the boats and in the office has been wonderful all these years. When on the boat or on the phone they have been great.
- W. Staff is disrespectful. Lots of gossip.
- It is time to give the awesome staff of your ferries a fair contract! Stop the madness and give them a contract with a living wage!
- Pay your captains and deckhands a livable wage.... Why is the Operations Manager employed at a company where he is rarely there and procrastinates on everything he says he will do? He has no leadership skills and is not respected by employees and crew. His skills as a political hack far outweigh his managerial skills. Give him a severance package and be gone. No need to fill the do-nothing position.
- Casco Bay Lines management is utterly incompetent and deceptive. Their budgets are never honest and their money management foolish.
- I have the greatest respect and admiration for the crew that run our down the bay boats. Even in the worst of storms I feel safe, and I know the crew has to work hard to do that. CBL must treat their employees fairly or we will lose the captains and deckhands with years and years of experience.
- We have our groceries shipped by CBL...sometimes the deck hands are very unhelpful, others are okay. I have been spoken to very rudely by deck hands in the past. I have seen older ladies ask for help with baggage and be refused.
- Want to compliment freight, ticket & boat personnel as knowledgeable, professional, competent & friendly. I'm tired of regulars complaining/nothing is perfect!
- I have observed that morale of employees is a bit low. Not sure why this is.
- GREAT SERVICE and CREW ALWAYS!!
- Give the deckhands a raise.
- Improve management.
- As public service can do to a person, I have seen one deck hand swear and throw a bag of trash. Another just seems to be quite imbalanced, but many islanders have told me that as well. Then there is also a couple that are very friendly. I look forward to a ticket pass and a smile "Hi".
- Good benefit packages for employees.
- Summer time management/cost of tickets: there could be separate cost (lower) and separate ticket line for year-rounders during the summer.
- Professionalism, appearance and attitude of staff.

### **Survey**

- M. All of the aspects of ferry service are "most important." I chose comfort and security/safety because they are the areas that need the most improvement.
- O. Qualifications to my answers: I wish I could have selected more than one choice or prioritized what I thought was most important rather than select one - as I would have also selected frequency of service and security and safety as absolutely critical also.

## Other Miscellaneous Comments

- C. Leaving a bike locked at the terminal is not a good option. I would love to see CBL do some work in this area and cooperate with the city's effort to promote forms of transportation other than personal autos. The first day I lived on Peaks, my locked bicycle was stolen from the ferry terminal (Portland side). The first employee at the window said, "That's too bad, we are not responsible for your bike" and not much else. When I approached a different employee later, I was given the name of the Assistant Operations Manager. This person was out of the office and never returned any of my repeated phone messages (over the course of the next 3 weeks). He was never available to talk to me when I stopped by in person (at least twice, probably more times). After 2 weeks of repeated inquiries, someone asked me to fill out an incident report, but not until I had asked no fewer than 4 employees over the course of 2-3 weeks for help in the matter. No one ever contacted me to follow up on my incident report. I was finally informed that I should stop asking because after several weeks the video footage gets taped over and is no longer available. It seems to me that bike security is not a priority concern of CBL. If cameras were installed to improve security after 9/11, it also appears that this security is inadequate for its stated purpose. Please understand that for someone who relies on a bicycle for transportation and doesn't own a car, a bike theft is equal to having one's vehicle stolen. I am very disappointed at the manner in which I was treated in response to this incident.
- F. I am very disturbed that the homeless are allowed to sleep in the terminal walkways. This is inappropriate and unsafe. At least one of the "regulars" is a convicted sex offender and a self-confessed murderer. When I have talked to the managers at CBITD, I get a common response that I think is unreasonable: "it is a public place." So the management team is willing to put the customers at risk.
- I. Parents should control their children on the boat and not let them scream, run around, and throw their food on the floor, seats, and tables. Good manners are non-existent and all of that food is disgusting.
- J. The animals in the pilot house or outside it are a dangerous distraction.
- N. Wi Fi on Machigonne is great addition.
- X. Summer on Chebeague. Use CBL for an "excursion", it takes too long and our car is on Cousins Island. Appreciate the freight and mail business! Also appreciate donation toward picking up recyclables.
- Z. Put the departure gate numbers on the electronic bulletin board in the CBL ferry terminal.
- My husband and I are very pleased with the service!
- Taking the Casco Bay boat each summer is a tradition. The trip is part of the fun of going into Portland. We also take the mail boat run from Bailey Island/Cook's Restaurant
- Short term locker storage at wharf. Metered to keep it from becoming long term and tied up.
- Boat service is needed to all the islands, not just the Portland islands. We pay your bills too!
- I find the ferry very useful when I need it.
- Make it easier for the elderly to use the line
- The trips during Reggae Sunday are not safe for our daughters in their 20s and are unpleasant for all of us even with 2 police officers. We should not have to tell family members they can't visit us because a drunken mob will be on the boat.
- The computer screen in the waiting room always freezes on the arrival screen - it should regularly switch back and forth.
- Noisy gangplanks



- Monday   Tuesday   Wednesday   Thursday   Friday   Saturday   Sunday  
 N/A - I am not a regular commuter/ passenger

**9. How many years have you used the Ferry? (Check one)**

- 5 years or more   2-4 years   1-2 years   Less than 1 year   I am not a regular rider

**10. Do you use other forms of public transportation regularly? (Check one)** Yes   No

**11. Please rate the following aspects of this service by checking the appropriate box?**

	Poor	Fair	Good	Excellent
Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of Fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Destinations Served by Ferry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security/ Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Link to other modes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-time performance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clarity of schedule/map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendliness of Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. Please circle the category listed in the question above that you feel is most important.**

**13. What is your home zip code?** \_\_\_\_\_

**14. Are you a resident of one of the Casco Bay Islands? If so, which one?** \_\_\_\_\_

**15. What is your age? (Check one)**

under 18 yrs    18-30 yrs    31-45 yrs    46-64 yrs    65-80 yrs    over 80 yrs

**16. Are you:  Male or  Female (Check one)**

**17. Are you: (Check all that apply)**

Full-time Student    Part-time student    Employed full-time    Employed part-time  
 A full-time homemaker    Retired    Seeking employment    Other

**18. What is your total annual household income? (Check one)**

Less than \$10,000    \$10,000-\$20,000    \$20,000-\$30,000    \$30,000-\$45,000  
 \$45,000 - \$65,000    More than \$65,000

**19. How many people (including yourself) live in your household? \_\_\_\_\_**

**20. Please make any additional comments you may have about public transportation in the space below. (What is the single most important improvement Casco Bay Lines and/or Portland's other regional public transit providers could make?)**