



OFFICE OF THE  
BRITISH COLUMBIA  
FERRIES COMMISSIONER

ORDER NUMBER: 18-01

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## IN THE MATTER OF

### Customer Satisfaction Survey Performance Review

**BEFORE:** Gordon Macatee, BC Ferries Commissioner  
Sheldon Stoilen, BC Ferries Deputy Commissioner  
(the “commissioners”)

## ORDER

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### WHEREAS:

- A. Section 6.01 of the Coastal Ferry Services Contract (CFSC) requires BC Ferries to conduct and report on an annual customer satisfaction tracking survey (CST);
- B. In July 2017 the Ferries Commissioner engaged MNP LLP (“MNP”) to conduct an external performance review of the CST;
- C. On October 17, 2017, MNP submitted a final report to the commissioners which was posted to the commissioners’ website for public viewing on November 20, 2017;
- D. The MNP report made the following findings, plus additional findings which are not addressed in this order:
  - (1) Of the 24 routes operated by BC Ferries, 8 routes have typically been surveyed on an annual basis since 2003, and 16 routes are not being surveyed,
  - (2) The survey is confined to customer satisfaction with the current trip only and does not permit comments on general satisfaction with ferry services,
  - (3) Commercial customers do not appear to have been surveyed,

- (4) To adequately reflect the views of all ferry users, greater sampling from routes not surveyed currently and/or information from other sources such as community engagements as well as customer service research would need to be included,
  - (5) Communicating customer satisfaction measures, along with resulting actions taken by BC Ferries, needs to be more prominent and more frequent; and
- E. The commissioners understand that the contract with an external service provider to conduct the CST has never been re-procured, meaning the company is unable to demonstrate that it is receiving good value for the expenditure.

**NOW THEREFORE** the commissioners order BC Ferries to comply with the following:

1. During 2018, conduct customer satisfaction surveys on at least five of routes 6, 7, 8, 10, 11, 12, 13, 17, 18, 20, 21, 22, 23, 24, 25, and 26; and by the end of 2019 complete surveys on the remaining routes, including route 28 when it comes into service;
2. Obtain advance approval from the commissioners on the intended methodology for the surveys ordered above;
3. Advise the commissioners as to the company's intentions regarding re-procurement of the CST contract before proceeding with the 2019 CST survey;
4. Provide evidence to the commissioners that commercial users are being surveyed on those routes where there is significant commercial business;
5. Provide the commissioners with a plan for addressing those recommendations in the MNP report, which are not dealt within this order, no later than June 1, 2018; and
6. Provide the commissioners with a plan for timely communication of actions taken in response to MNP's CST findings, no later than June 1, 2018.

**DATED** at Victoria, in the Province of British Columbia, this 7th day of February 2018.

BY ORDER



Gordon Macatee  
BC Ferries Commissioner



Sheldon Stoilen  
BC Ferries Deputy Commissioner