

# Free Waterfront Shuttle

Ridership and Customer Survey Data

07/23/18 - 12/4/2018

# PIER 56

ARGOSY CRUISES



FREE WATERFRONT SHUTTLE

DowntownSeattleParking.com

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# Operations History

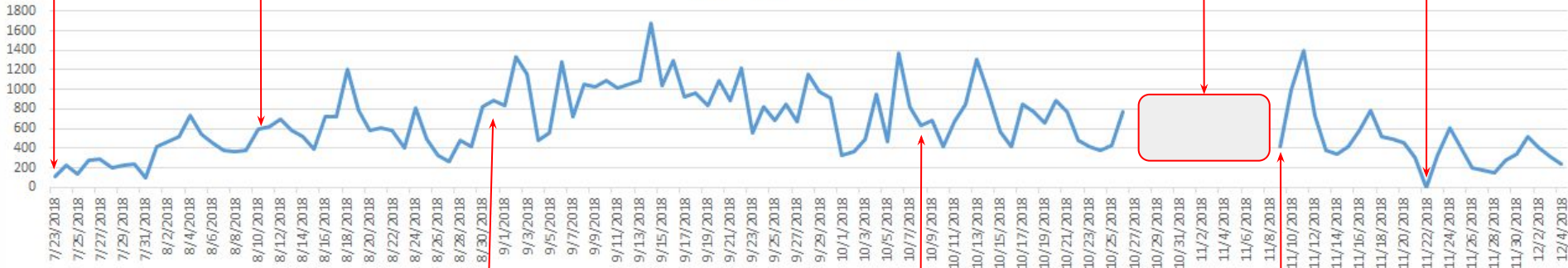
Soft launch 7/23 with three vehicles on single Waterfront Loop

To maintain speed and reliability, Waterfront Loop split 8/11 at Pier 56 to North and South Loops, each with two vehicles

Waiting for hand count data from MTR Western

No service - Thanksgiving Day

Waterfront Shuttle, Daily Ridership  
Total Riders = 78,350

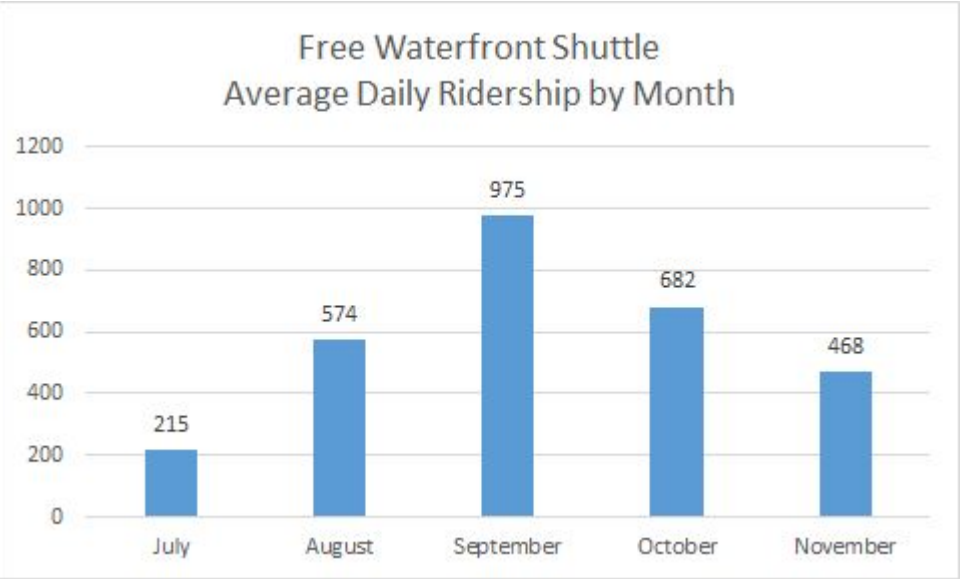
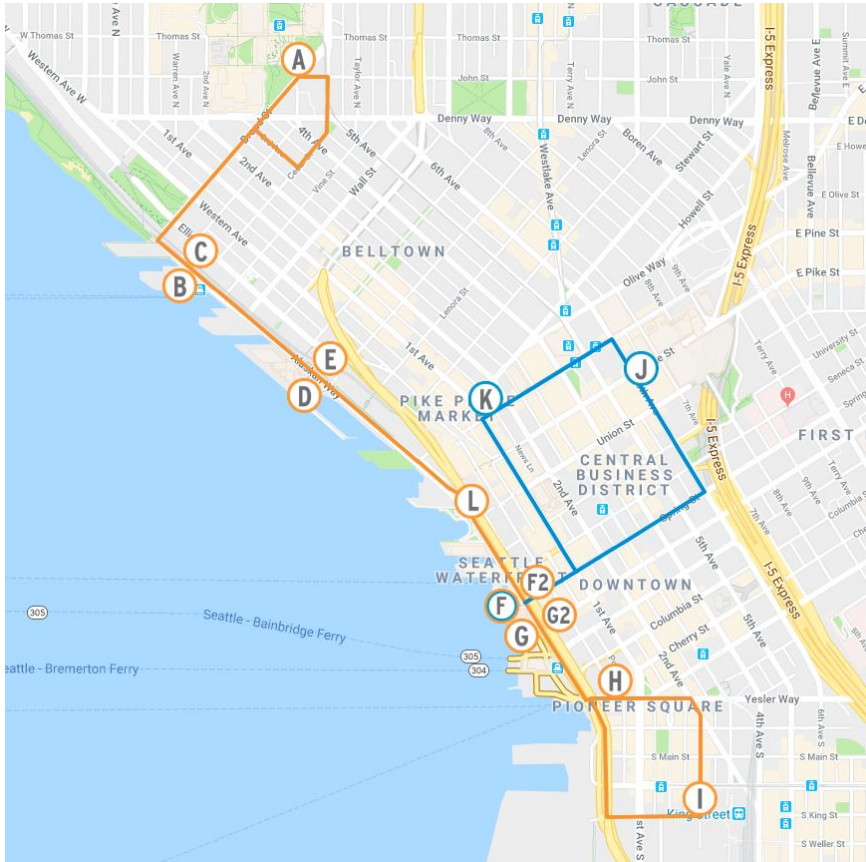


East Loop served by two additional vehicles launched 8/31 connecting Waterfront to Retail Core, Convention Center, and Pike Place Market

North/South Loops reconnected 10/8 and back to three vehicles

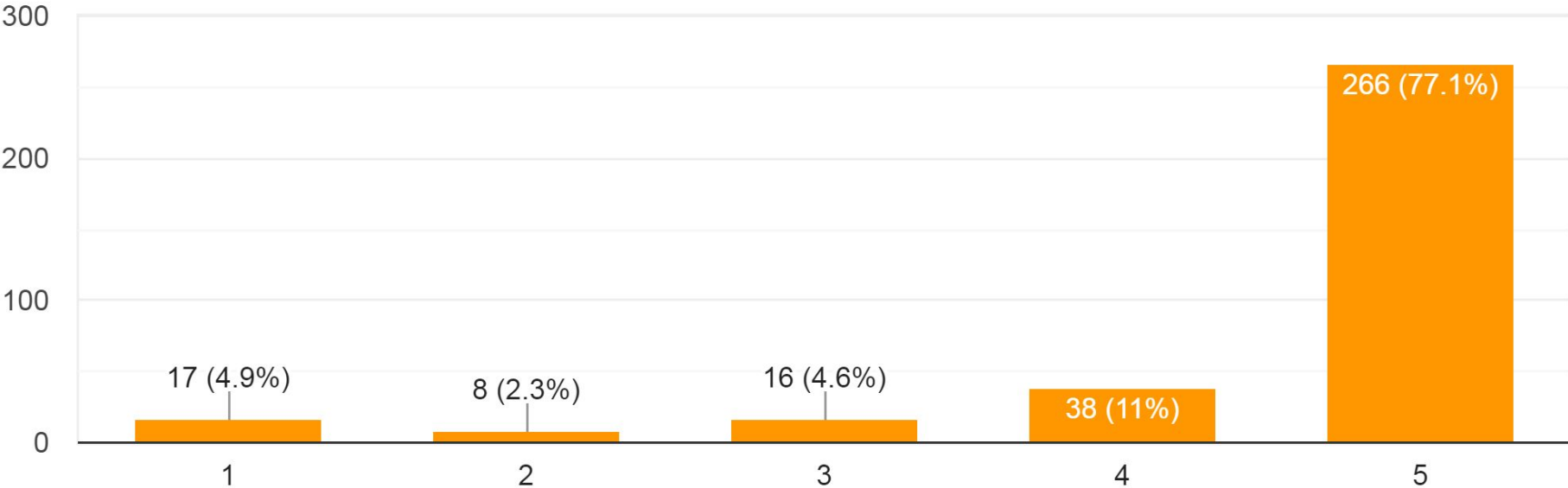
DoubleMap launched 11/9 for real-time arrival and tablet-based passenger counts

# Current Service Pattern



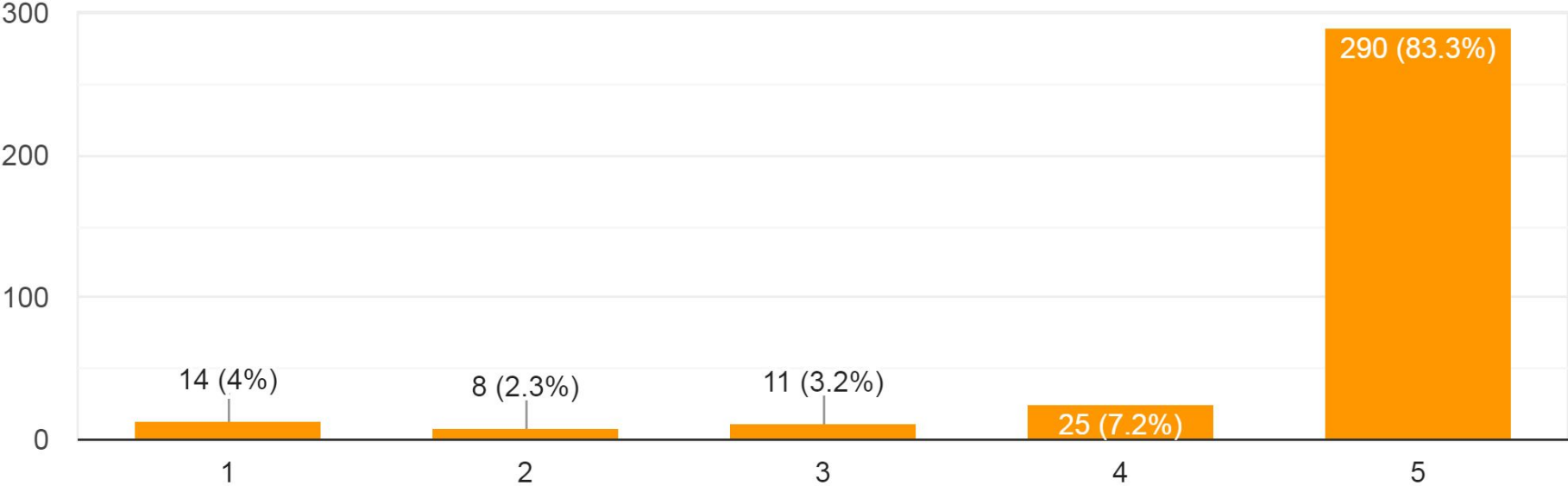
# Overall, how satisfied are you with the Free Waterfront Shuttle?

345 responses

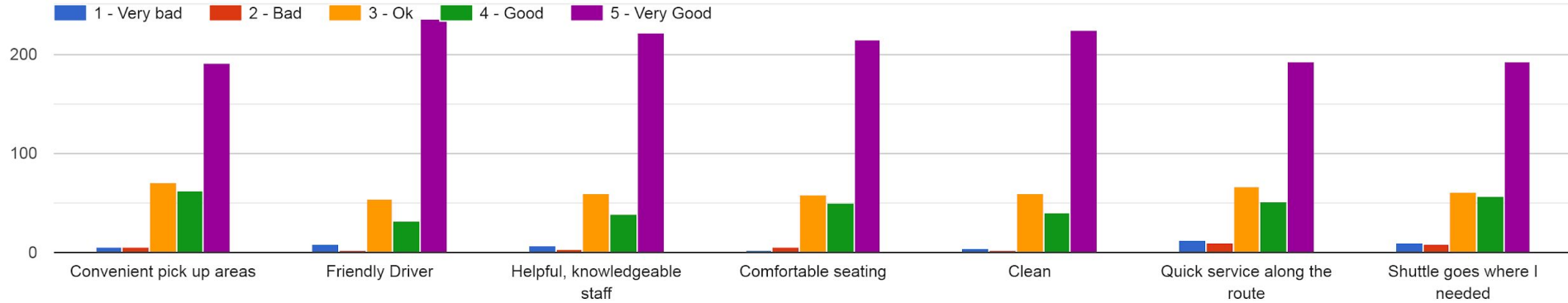


# How likely would you be to recommend the Free Waterfront Shuttle to someone else?

348 responses

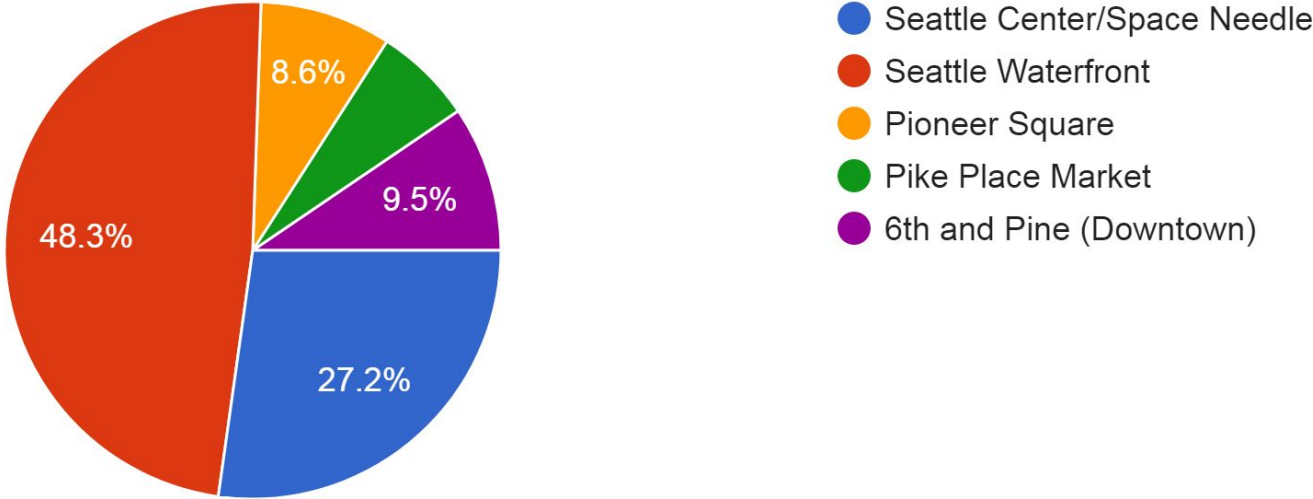


Please rate the Free Waterfront Shuttle service from 1 (worst) to 5 (best)



# Where did you get on the Free Waterfront Shuttle?

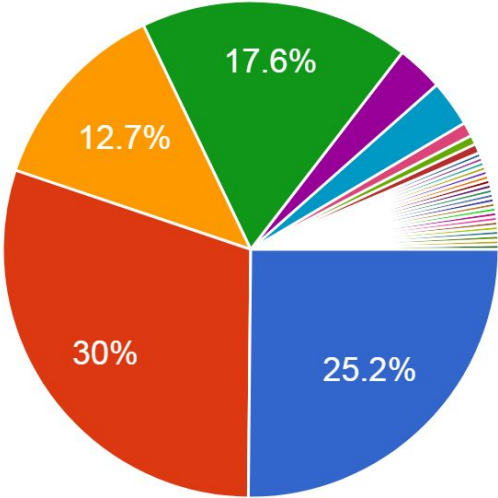
327 responses





# What is/was your destination while riding the Free Waterfront Shuttle?

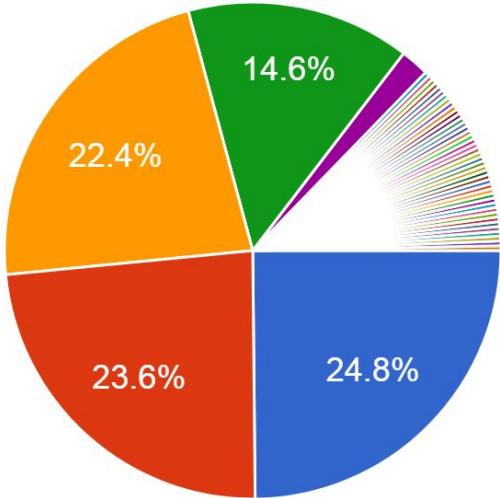
330 responses



- Seattle Waterfront
  - Seattle Center/Space Needle
  - Pioneer Square
  - Pike Place Market
  - Downtown Retail Core
  - Convention Center
  - Parking Garage
  - King street station
- ▲ 1/4 ▼

# What additional areas did you visit as a result of riding the Free Waterfront Shuttle?

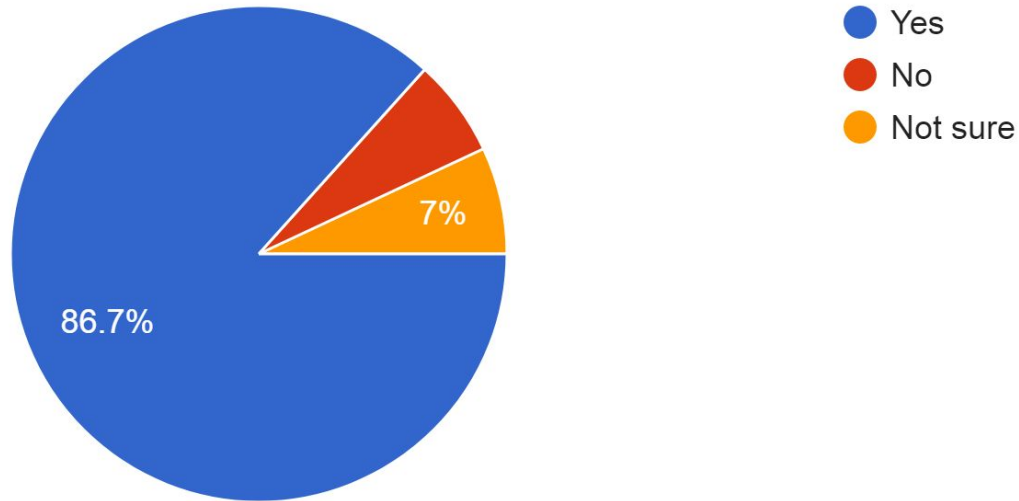
322 responses



- Seattle Center/Space Needle
- Pioneer Square
- Seattle Waterfront
- I did not visit any additional areas b...
- Shopping
- N/A
- After ~0.5 mile we asked to be let of...
- light rail connection with luggage to...

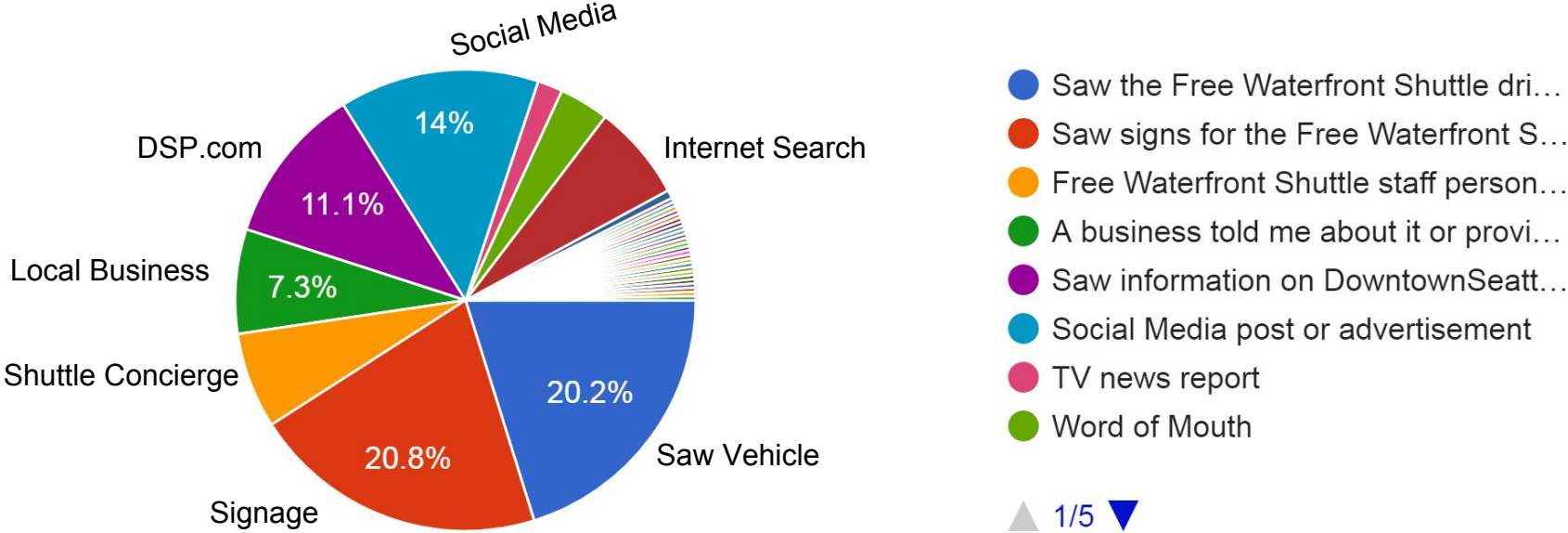
# Did riding the Free Waterfront Shuttle allow you to see more or spend more time visiting the area?

330 responses



# How did you find out about the Free Waterfront Shuttle?

342 responses



# If you came in a private vehicle, did you park on the street or in a parking garage?

290 responses

