

Tepper, Alyssa TRAN:EX

From: Petruzzelli, Lynda TRAN:EX
Sent: April 22, 2021 12:22 PM
To: Petruzzelli, Lynda TRAN:EX
Subject: FW: Updated Easter Statistics and Vaccination Information

From: Anderson, Brian <Brian.Anderson@bcferries.com>
Sent: March 29, 2021 2:29 PM
To: Bowman, Deborah TRAN:EX <Deborah.Bowman@gov.bc.ca>; Handrahan, Kirk TRAN:EX <Kirk.Handrahan@gov.bc.ca>; Petruzzelli, Lynda TRAN:EX <Lynda.Petruzzelli@gov.bc.ca>; Campbell, Callum J TRAN:EX <Callum.J.Campbell@gov.bc.ca>
Subject: Updated Easter Statistics and Vaccination Information

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Hi All,

Two updates – first, approximately 4,000 additional bookings were made over the weekend across the routes for upcoming Easter Long Weekend travel. The following table updated to reflect this:

Table 1: Easter Long Weekend Advance Purchase/Reservation Volumes
Includes bookings made through March 28th, 2021

Route	Day of Week	Year			2021 / 2019
		2019	2020	2021	
Route 1	Thu	3,630	600	1,567	43%
	Fri	3,647	539	1,713	47%
	Sat	2,630	380	601	23%
	Sun	3,170	376	1,199	38%
	Mon	3,871	529	1,304	34%
	Tue	1,817	434	324	18%
	TOTAL	18,765	2,858	6,708	36%
Route 2	Thu	1,771	0	1,708	96%
	Fri	1,691	0	1,461	86%
	Sat	1,244	0	502	40%
	Sun	1,641	0	1,007	61%
	Mon	1,898	0	1,494	79%
	Tue	1,126	0	490	44%
	TOTAL	9,371	0	6,662	71%
Route 3	Thu	728	183	964	132%
	Fri	724	144	846	117%

Sat	638	79	445	70%
Sun	913	134	914	100%
Mon	882	199	1,102	125%
Tue	657	92	310	47%
TOTAL	4542	831	4581	101%

Route 30	Thu	1,475	560	831	56%
	Fri	1,520	392	723	48%
	Sat	763	294	200	26%
	Sun	1,216	381	501	41%
	Mon	1,519	508	761	50%
	Tue	657	441	194	30%
	TOTAL	7,150	2,576	3,210	45%

Second, in terms of vaccinations undertaken over the past week:

Northern Route Crews

Northern Expedition Crew: s.22

Northern Adventure Crew: s.22

s.22

Northern Sea Wolf Crew: s.22

Horseshoe Bay Crews

s.22

s.22

Thanks, Brian.

From: Anderson, Brian

Sent: March 26, 2021 2:16 PM

To: 'Bowman, Deborah TRAN:EX' <Deborah.Bowman@gov.bc.ca>; 'Handrahan, Kirk TRAN:EX' <Kirk.Handrahan@gov.bc.ca>; 'Petruzzelli, Lynda TRAN:EX' <Lynda.Petruzzelli@gov.bc.ca>; 'Campbell, Callum J TRAN:EX' <Callum.J.Campbell@gov.bc.ca>

Subject: RE: Call Summary - March 26

A more manageable table of vehicle statistics: first compares "Easter Long Weekend" advance bookings year/year/year by Route. For 2019/2020 this would include reservations. For 2021 this includes Saver and Prepaid as well, since they are advance purchases. You can see advance purchases well down on all but Route 3, which is trending higher than 2019 volumes.

Table 1: Easter Long Weekend Advance Purchase/Reservation Volumes

Route	Day of Week	Year		2021 / 2019	
		2019	2020	2021	
Route 1	Thu	3,630	600	1,147	32%
	Fri	3,647	539	1,288	35%
	Sat	2,630	380	425	16%
	Sun	3,170	376	906	29%
	Mon	3,871	529	990	26%
	Tue	1,817	434	241	13%
	TOTAL	18,765	2,858	4,997	27%
Route 2	Thu	1,771	0	1,381	78%
	Fri	1,691	0	1,163	69%
	Sat	1,244	0	368	30%
	Sun	1,641	0	840	51%
	Mon	1,898	0	1,247	66%
	Tue	1,126	0	410	36%
	TOTAL	9,371	0	5,409	58%
Route 3	Thu	728	183	812	112%
	Fri	724	144	751	104%
	Sat	638	79	344	54%
	Sun	913	134	777	85%
	Mon	882	199	959	109%
	Tue	657	92	270	41%
	TOTAL	4542	831	3913	86%
Route 30	Thu	1,475	560	689	47%
	Fri	1,520	392	631	42%
	Sat	763	294	159	21%
	Sun	1,216	381	396	33%
	Mon	1,519	508	689	45%
	Tue	657	441	156	24%
	TOTAL	7,150	2,576	2,720	38%

This second table compares overall private vehicle volumes by route by month for the same three years and a comparison of 2021 vs 2019. Keep in mind this includes traffic up until yesterday, so comparing 25 days in 2021 vs 31 days for previous 2 years. Volumes generally about 50% of 2019 levels except on Route 3 where it is closer to 75%. If anyone was interested in the day by day stats I've attached them to this email.

Table 2: Private Vehicle Counts by Month by Route

Route	Month	Year		2021 / 2019	
		2019	2020	2021	
Route 1	Feb	98600	112700	55100	56%
	Mar	141600	84400	64800	46%
Route 2	Feb	58600	67600	41200	70%
	Mar	85200	56300	48700	57%
Route 3	Feb	62700	73900	57900	92%
	Mar	87100	60700	61700	71%
Route 30	Feb	32900	39000	22200	67%
	Mar	51000	31900	26600	52%

-----Original Message-----

From: Anderson, Brian

Sent: March 26, 2021 1:02 PM

To: 'Bowman, Deborah TRAN:EX' <Deborah.Bowman@gov.bc.ca>; Handrahan, Kirk TRAN:EX <Kirk.Handrahan@gov.bc.ca>; Petruzzelli, Lynda TRAN:EX <Lynda.Petruzzelli@gov.bc.ca>; Campbell, Callum J TRAN:EX <Callum.J.Campbell@gov.bc.ca>

Subject: RE: Call Summary - March 26

Hi Deborah - we generally refresh our strategic plan each year and publish on our employee intranet site at the start of the fiscal year. Still planning to do so this year. That must be what you heard.

I just received the draft of the data - it includes total volume of private vehicles by route by day for February and March for each of 2019/20/21. Also volume of reservations for Easter long weekend (Thurs-Tuesday) for those same three years. It is a bit of a beast at the moment so I have asked for it to be tamed into a few summary tables and will forward in a bit. Looking at the Easter volumes: in 2019 there were almost 40,000 reservations across the major routes in 2019. Last year was rather low at only 6,300. Advance bookings so far this year for the East weekend are 17,000. So up over last year but still a fraction of 2019.

Brian.

-----Original Message-----

From: Bowman, Deborah TRAN:EX <Deborah.Bowman@gov.bc.ca>

Sent: March 26, 2021 11:27 AM

To: Anderson, Brian <Brian.Anderson@bcferries.com>; Handrahan, Kirk TRAN:EX <Kirk.Handrahan@gov.bc.ca>; Petruzzelli, Lynda TRAN:EX <Lynda.Petruzzelli@gov.bc.ca>; Campbell, Callum J TRAN:EX <Callum.J.Campbell@gov.bc.ca>
Subject: [EXTERNAL] RE: Call Summary - March 26

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Thanks Brian, I just got word BCF is releasing a new strategic plan on April 1st? Is that correct?
Can you also confirm when the reservation data analysis we spoke about will be ready? db

----- Original message -----

From: "Anderson, Brian" <Brian.Anderson@bcferries.com>

Date: 2021-03-26 11:24 a.m. (GMT-08:00)

To: "Bowman, Deborah TRAN:EX" <Deborah.Bowman@gov.bc.ca>, "Handrahan, Kirk TRAN:EX" <Kirk.Handrahan@gov.bc.ca>, "Petruzzelli, Lynda TRAN:EX" <Lynda.Petruzzelli@gov.bc.ca>, "Campbell, Callum J TRAN:EX" <Callum.J.Campbell@gov.bc.ca>

Subject: Fwd: Call Summary - March 26

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FYI. Notes from the comms team meeting this morning.

Begin forwarded message:

From: "Marshall, Deborah" <Deborah.Marshall@bcferries.com>

Date: March 26, 2021 at 10:55:44 AM PDT

To: Dave Crebo <david.crebo@gov.bc.ca>, "Bowness, Lianne GCPE:EX" <Lianne.Bowness@gov.bc.ca>, "Craig Chambers (craig.chambers@gov.bc.ca)" <craig.chambers@gov.bc.ca>

Cc: "Anderson, Brian" <Brian.Anderson@bcferries.com>

Subject: Call Summary - March 26

Good morning,

Thanks for taking the time to chat this morning.

Just wanted to recap our discussion:

Public Relations Activities:

Not planning to issue any news releases or advisories next week. Week of April 6 we plan to issue a media advisory announcing Brenda Eaton as the new Chair of the Board of BC Ferry Services Inc. effective April 1 (John Horning's term limit is coming to a close on March 31). April 19 we plan to issue a release announcing the name of Island Class 3; Ship departing Romania bound for B.C.

- * April 22 we plan to issue a release about the launch of Island Class 6 at Damen Shipyard in Romania (this is the final ship in this series)

Other issues:

- * We got some good coverage on the announcement of the name of new Salish Class (Salish Heron) as well as Quadra and Gabriola scheduling consultation.

- * April 1 tariff increase – new fares are posted on our website.

- * We've had a few media queries: Easter traffic. A few sailings on the Horseshoe Bay – Departure Bay route and the Horseshoe Bay – Langdale route are full for the reservation allocation already. We are reminding media we are still asking people to avoid non-essential travel. We are also advising them that we didn't schedule all the extra sailings we normally would, so fewer options for customers to book.

- * Wi-Fi announcement – still to be determined

Have a good weekend.

Deborah Marshall
Executive Director, Public Affairs
Marketing & Customer Experience
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s.15; s.19

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