



ATTN: BC Ferries

Darin Guenette, Manager, Public Affairs
Janet Carson, Manager, Marketing & Customer Experience
Mark Wilson, Manager, Strategy & Community Engagement

January 2, 2019

Dear Darin Guenette,
Dear Janet Carson,
Dear Mark Wilson,

On behalf of the Texada Chamber of Commerce, please review our wishes for improved Texada Island ferry services.

1. Powell River: We request that BC Ferries provide a standard 7-day ferry schedule by activating the Monday-Friday schedule on the weekends too. The weekend schedule does not work well for our residents.
2. Powell River: We would like you to add the 1 pm ferry from Texada to Powell River as standard daily service.
3. Comox: We would like to know what your marketing plan and marketing budget are for promoting the Texada-Comox Route and when that marketing is planned to be launched.
4. Website marketing: Once the new BC Ferries website is updated, please ensure that Texada is marked legibly on your maps. It is not legible at this time (white font on white island graphic).

Many of these requests from Texada are likely not new to you. The Texada Island Chamber of Commerce felt it was important to let you know of ongoing residents' wishes for improved ferry service.

On point 3 – the Chamber would like to be a partner in working with you to enhance the Texada-Comox marketing plans, whenever it makes sense. We could do outreach to the 23 Chambers of Commerce on Vancouver Island, as an example. It will be more effective if we're aligned with your marketing strategy.

Please let me know if BC Ferries can consider doing any of this, and whether Special Service Requests need to be completed.

Thank you. Sincerely,
Cindy Babyn
President
Texada Island Chamber of Commerce

Cc: Sandy McCormack, Texada Ferry Advisory Committee Representative
Cc: Alan Davis, Texada Ferry Advisory Committee Representative