

Port Townsend-Coupeville Partnership Group

Wednesday April 25 | 5:15 p.m. – 8:00 p.m.*
Fort Worden – 204UN (upper north), 200 Battery Way, Port Townsend

AGENDA

Time	Topic	Lead
5:15 p.m.	Welcome <ul style="list-style-type: none"> • Opening remarks • Overview agenda 	Capt. George Capacci, Deputy Chief, Operations Heather Rogers, Facilitator (BERK)
5:25 p.m.	Project Updates <ul style="list-style-type: none"> • Preferential Load WAC revisions • Usability testing results 	Heather Rogers
5:35 p.m.	Software Demonstration <ul style="list-style-type: none"> • Premier Account features • Make, change & cancel a reservation with Premier Account 	Brian Churchwell, WSF Mike Mellin, IT Project Manager
6:20 p.m.	Implementation Schedule <ul style="list-style-type: none"> • Review key dates • What customers will see at the terminals when 	Brian Churchwell Leonard Smith, WSF
6:50 p.m.	Parking Lot Issues <ul style="list-style-type: none"> • Review questions from prior meetings • What other questions does the Partnership Group have? 	Heather Rogers Brian Churchwell
7:40 p.m.	Establish Next Meeting Date and Other Next Steps	Heather Rogers
7:45p.m.	Round Table and General Comments	All
8:00 p.m.	Thank You; Meeting Adjourned	

Meeting Materials:

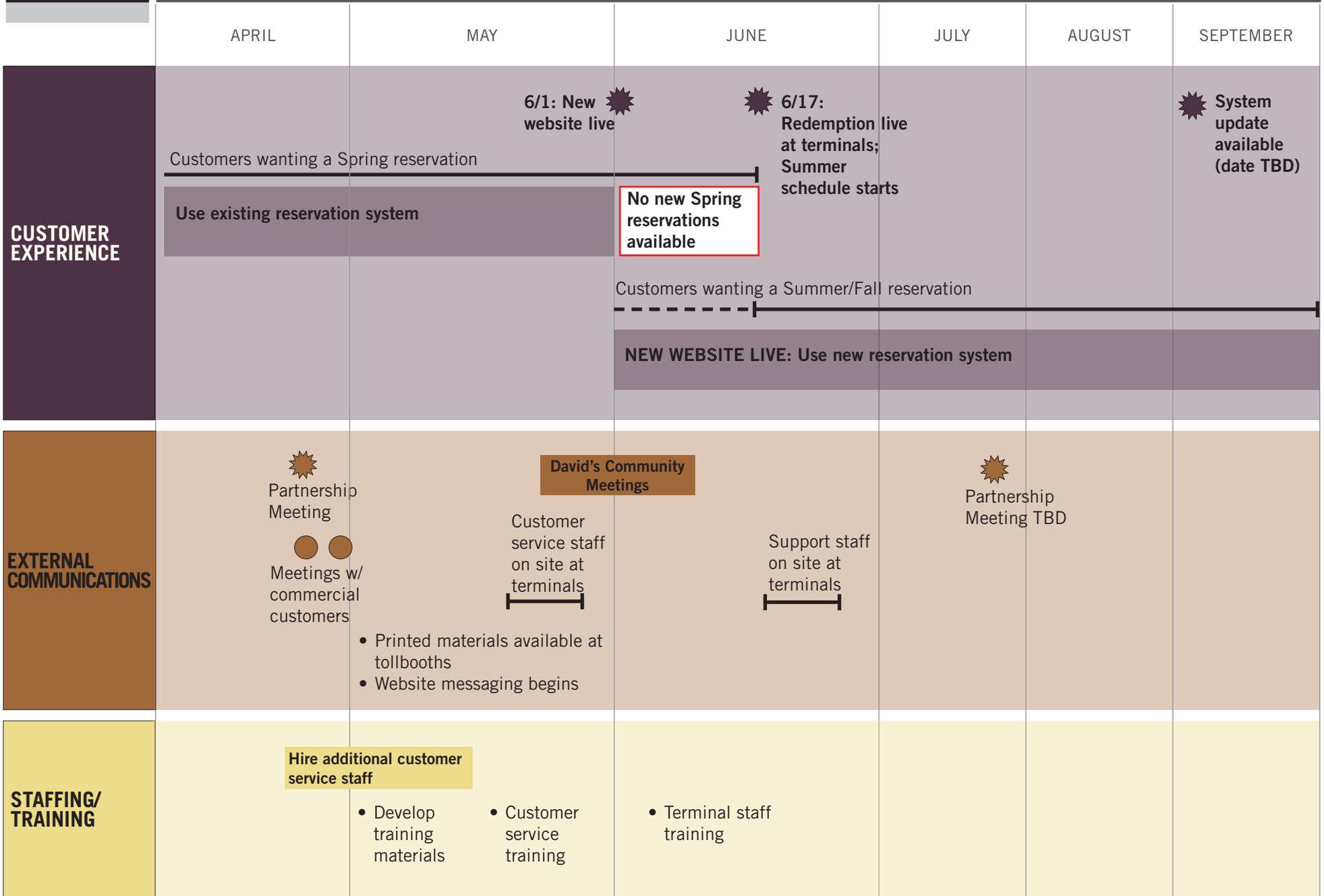
- Software demonstration screen shots
- Usability testing results handout
- Parking lot issues handout
- Implementation schedule
- Sample communication materials

* Coincides with sailing schedule; 4:30 departure from Coupeville and 8:30 departure from Port Townsend

For more information, please contact:
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VEHICLE RESERVATION SYSTEM: IMPLEMENTATION TIMELINE



PORT TOWNSEND – COUPEVILLE PARTNERSHIP GROUP

Parking Lot Issues

The following questions and comments were culled from the meeting notes and flip charts recorded at the last four Partnership Group meetings. They reflect questions that have not yet been explicitly addressed during Partnership meetings or questions where WSF needs to clarify a response. This is not intended to be a comprehensive list of all questions Partnership Group members have raised.

Accessing the Reservation System

1. Will there be a kiosk at terminals where customers can make reservations?

Not initially, but we will be looking at improvements like kiosks.

Different Account Types

2. How do you handle someone making a reservation under their name but being paid for by a third party?

Depending on the account type, there are different options:

Executive Account: If the person/entity paying has an Executive Account and is billed monthly by WSF, whoever has log-in information for that account could make a reservation without paying anything upfront, and travel (or deposit for no show) is billed to the account.

Premier Account: The person/entity paying could purchase a multi-ride revalue card, and whoever has log-in information for that account could make a reservation without paying anything upfront. Deposit for a no show would be charged to the credit card on file, and travel could be paid for with a pre-purchased ticket (either the multi-ride or another ticket)

Universal Account: The person making the reservation could set up his/her own account and could pay the deposit required with credit card info provided by the person/entity paying.

3. How will vanpools work with the reservation system?

Operationally, nothing will change for vanpools initially. WSF will set up a reservations account behind the scenes for vanpools when they complete the process for getting a WSF vanpool permit and make reservations for the departure dates/times on the permit. This will be done before reservation space is released to other customers. Vanpools will have to call WSF to change or cancel a reservation – if it happens frequently WSF will work with vanpool to minimize further changes. If a vanpool arrives too late for its reserved sailing, it will be directed to the front of the standby line for the next sailing. The terminal will note the late arrival and report it back to the WSF HOV Coordinator. There is no penalty for a vanpool no show.

There are very few vanpools on the Port Townsend-Coupeville route. Vanpool policies will be revised for future phases of the reservation system.

Managing Vehicle Deck Space Available for Reservations

4. Is a time phased release of space still in the plan?

Yes. Off peak sailings will be available to reserve 6 months in advance, and peak sailings will be available to reserve 1 month in advance. 48 hours in advance of the sailing, all set aside space (i.e. Premier & Executive Account space) will be made available to all customers. The tables below show the starting point for which sailings are classified as peak and off peak. These will be updated for each season based on available data.

Summer Season Peak and Off Peak Sailings

Leave Coupeville							
	Mon	Tues	Wed	Thu	Fri	Sat	Sun
7:15 AM	Off Peak	Off Peak	Off Peak	Peak	Peak	Off Peak	Off Peak
8:45 AM	Peak	Peak	Peak	Peak	Peak	Peak	Peak
10:15 AM	Peak	Peak	Peak	Peak	Peak	Peak	Peak
11:15 AM	Peak	Peak	Peak	Off Peak	Off Peak	Off Peak	Off Peak
12:00 PM	Peak	Peak	Peak	Peak	Peak	Peak	Peak
12:45 PM	Peak	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
1:30 PM	Peak	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
2:15 PM	Peak	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
3:00 PM	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak	Peak
3:45 PM	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak	Peak
4:30 PM	Off Peak	Off Peak	Off Peak	Peak	Peak	Off Peak	Off Peak
5:15 PM	Off Peak	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak
6:00 PM	Off Peak	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak
6:45 PM	No Sailing	No Sailing	No Sailing	No Sailing	Peak	No Sailing	Off Peak
7:30 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Peak	Off Peak
9:15 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak

Leave Port Townsend							
	Mon	Tues	Wed	Thu	Fri	Sat	Sun
6:30 AM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
8:00 AM	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Peak
9:30 AM	Peak	Peak	Peak	Peak	Peak	Peak	Peak
10:30 AM	Peak	Peak	Peak	Peak	Off Peak	Off Peak	Off Peak
11:15 AM	Peak	Peak	Off Peak	Off Peak	Peak	Peak	Peak
12:00 PM	Peak	Peak	Off Peak	Off Peak	Peak	Peak	Peak
12:45 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
1:30 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
2:15 PM	Peak	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak
3:00 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
3:45 PM	Peak	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak
4:30 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
5:15 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
6:00 PM	No Sailing	No Sailing	No Sailing	No Sailing	Peak	No Sailing	Off Peak
6:45 PM	Off Peak	Peak	Peak	Peak	Peak	Peak	Peak
8:30 PM	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak

Peak ■
 Off Peak ■
 No Sailing ■

Fall Season Peak and Off Peak Sailings

Leave Coupeville							
	Mon	Tues	Wed	Thu	Fri	Sat	Sun
7:15 AM	Off Peak						
8:45 AM	Off Peak						
10:15 AM	Peak						
12:00 PM	Peak						
1:30 PM	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
3:00 PM	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
4:30 PM	Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak	Off Peak
6:00 PM	Off Peak	Off Peak	Off Peak	Peak	Peak	Peak	Peak
7:30 PM	Off Peak	Off Peak	Off Peak	Peak	Peak	Off Peak	Off Peak
9:15 PM	Off Peak						

Leave Port Townsend							
	Mon	Tues	Wed	Thu	Fri	Sat	Sun
6:30 AM	Off Peak						
8:00 AM	Off Peak						
9:30 AM	Off Peak						
11:15 AM	Peak						
12:45 PM	Peak						
2:15 PM	Off Peak						
3:45 PM	Off Peak						
5:15 PM	Off Peak						
6:45 PM	Off Peak	Off Peak	Off Peak	Off Peak	Peak	Off Peak	Off Peak
8:30 PM	Off Peak						

5. If people that show up early and you are able to get them on an earlier sailing, will the system update to show that more space is available on the sailing that they were originally reserved for?

Not initially. Terminal staff will be able to see it noted on the electronic manifest that a reservation has been previously redeemed, but the space will not be opened to customers on the website. It will be available to standby vehicles. In future updates, the space will be made available to customers seeking a reservation via the website.

Business Rules

6. Will there be a limit on the number of reservations per day per customer?

No. We are concerned that this could be abused, so we will monitor high frequency cancellations and may adjust this policy if we need to.

7. If you have a reservation but you show up late, you're in the back of the line. What if the boats are full through the rest of the day, and you can't get on?

We envision that if you show up late you would make it onto one of the next few boats. There is a very small risk (like on a Sunday afternoon in August) that fully booked sailings plus a long standby line could mean you can't travel. We will monitor for this by noting how frequently and for which sailings the drive-up line continues outside the terminal.

Credit Cards

8. How will people without credit cards make reservations?

You can use a debit card if it has a Visa or Mastercard logo. There are no other options unless you have access to another individual/entity's Executive or Premier Account.

9. When are credit cards charged (deposits amounts for no shows)?

WSF processes credit card transactions in batches. Deposits for no shows will be processed in the next batch after the end of the operational day.

10. I'm concerned that the credit card transaction fees will lead to a rate increase.

WSF will be monitoring total credit card transaction fee changes on the Port Townsend-Coupeville route to understand the potential implications of current reservation policies as they're considered for future routes with reservations. WSF may need to revise policies, but does not anticipate a rate increase. Rate increases are determined by the revenue target set by the Legislature each biennium.

Implementation Issues

11. Will revalue cards be sold in person on the ferries or at the terminals (to get customers set up with a Premier Account)?

No. revalue cards must be printed on durable plastic as they are ordered. WSF will be giving a printed information card to customers paying with multi-ride cards starting 5/1 with instructions on how to get a revalue card.

12. When we start the new system there will be a month when the two systems overlap; how will you handle that challenge?

WSF will be putting notices on its website (on the main page and on current reservations pages to let customers know the change is coming. The systems will not be running concurrently online. See the implementation schedule for more details on how this impacts customers.

Additional System Features

13. Can the email/text message system be linked to the reservation system to let you know your reservation is about to expire?

Part of the system will include email alerts to let you know about reservation issues (delays, cancelations, etc). You will need to manage your own active reservations.

14. Will I be able to make a whole week's worth of reservations in one transaction?

Yes. There is no limit to the number of reservations you can make in one transaction. You will not, however, be able to make recurring reservations (i.e. same time every Monday). This feature will be added in the future.

15. Will I be able to reserve a round trip in the same transaction so I don't have to repeat everything to make a return reservation?

Yes. (Shown in software demonstration)

16. Will there be question mark links you can click on for more information? (e.g. on the vehicle length box, you could have a link to a list of makes and models with corresponding lengths)

Based on usability testing, we will likely add some helpful links with additional explanation initially. More will be added in the future.

17. Will you be able to read the barcode from a smart phone?

Not initially. That requires 3D scanning technology and our current scanners are only 2D. We are looking at what it would take to upgrade in the future.

18. Will you have a mobile version of the website (to facilitate smart phone usage)?

Not initially, but that is part of the plan.

19. When will we see an interactive voice response (IVR) telephone system?

Not initially. You will be able to use the new system through the website or our customer service staff over the phone. We plan to have IVR available for Phase 2.

Customer Service

20. If my reservation is for 6:30 a.m., I would have to call at 4:30 in the morning (2 hours in advance) to change the reservation; will there be staff there?

We will be staffed with phone agents starting at 5:00 a.m. until 9:00 p.m. and will be flexible on the 2 hour cutoff for the first sailing of the day. Web agents will be staffed from 4:30 a.m. until 9:30 p.m. to notify customers about delays and cancelations.

Terminal Improvements

21. Will the electronic reader boards be up in time for this rollout?

They will likely not be ready by 6/17 (when we start redeeming reservations at the tollbooths) but should be up shortly thereafter.

Service Disruptions

22. What happens if WSF needs to cancel one or more sailings?

Based on input received at the last Partnership Meeting, WSF proposes:

- Communicate cancelation(s) to customers through all available channels
- No-show, change and cancel restrictions are lifted for the remainder of the operational day
- No new reservations are allowed for sailings that operational day
- Clear the dock by having reservation holders on the dock get on the vessel first, then load the drive-up customers that are already on the dock.
- Do not take any new drive-ups through the tollbooth
- Operate first-come, first-served for reservation holders
- Update customers hourly, communicating current vessel status and reservations status
- Resume scheduled service and normal operations once backlog of reservations customers is processed through terminal.

23. (During a sailing cancelation) could you honor a reservation on the other ferry routes that a person would then have to use to help decrease the agitation of the people being put out?

Initially, other terminals will not be equipped to redeem reservations, so the customer would be refunded the deposit amount and could travel first-come, first-served on other routes. As reservations are expanded to other terminals in future phases, this is an option we will explore.

24. Is there any way you could send alerts prior to the first sailing of the day if it gets cancelled? I get all the way there before I know that first sailing isn't running.

Web agents will be staffed starting at 4:30 a.m. to send alerts if sailings are canceled.