

## San Juan Islands Partnership Group

Thursday, December 6, 2012 | 11:30 a.m. – 2:00 p.m.\*  
San Juan Island Yacht Club | 273 Front Street, Friday Harbor

### AGENDA

| Time       | Topic  | Lead                                    |
|------------|--|---|
| 11:30 a.m. | Welcome<br>Opening Remarks   | David Moseley, Assistant Secretary, WSF |
| 11:40 a.m. | Meeting Overview and Items from Last Time <ul style="list-style-type: none"> <li>Review agenda</li> <li>Meeting plan for future meetings</li> <li>Setting dates and times for future meetings</li> <li>Group communications</li> </ul> | Heather Rogers, Facilitator (BERK)      |
| 11:55 a.m. | Vehicle Ridership <ul style="list-style-type: none"> <li>Recent ridership data and seasonality</li> <li>Group Q&amp;A</li> </ul>   | Heather Rogers                          |
| 12:15 p.m. | Demand Management Strategies <ul style="list-style-type: none"> <li>Demand management options considered by WSF</li> <li>Group Q&amp;A</li> </ul>  | Heather Rogers                          |
| 12:35 p.m. | Reservations Operating Principles <ul style="list-style-type: none"> <li>Group discussion</li> </ul>   | Brian Churchwell, WSF                   |
| 1:40 p.m.  | Summary and Next Steps   | Heather Rogers                          |
| 1:45 p.m.  | Public Comments  | Heather Rogers                          |
| 2:00 p.m.  | Meeting Adjourned  |   |

#### Meeting Materials:

- Partnership Meeting Plan
- Vehicle Ridership
- Demand Management Strategies
- Vehicle Reservations Operating Principles

\* Coincides with sailing schedule; **Departure** - 9:30 from Anacortes or interisland sailing (depart Lopez 9:55, Shaw 10:15, Orcas 10:35) **Return** – 4:15 to Anacortes or interisland sailing departing Friday Harbor at 2:20pm

## **SAN JUAN ISLANDS PARTNERSHIP GROUP Draft Meeting Plan**

Based on the questions and issues raised during the first Partnership meeting and reservations program staff input, WSF is proposing the following tentative meeting schedule and topics. Meeting dates will be set as far in advance as possible based on availability of meeting rooms.

| <b>MEETING TOPICS</b>  | <b>DATE</b>       |
|--|-------------------|
| <b>1. Introductions &amp; Program Overview</b> <ul style="list-style-type: none"> <li>• Solicit input on questions and issues</li> </ul>   | 10/24/2012        |
| <b>2. Demand Management &amp; Reservations</b> <ul style="list-style-type: none"> <li>• Discuss traffic patterns and demand management options</li> <li>• Introduce and get feedback on general operating principles for reservations</li> </ul> | 12/6/2012         |
| <b>3. Terminal Plans</b> <ul style="list-style-type: none"> <li>• Review Phase 1 close out report &amp; lessons learned</li> <li>• Discuss terminal-specific capital needs and ITS (small group sessions)</li> </ul>                             | Late January 2013 |
| <b>4. Premier Program</b> <ul style="list-style-type: none"> <li>• Discuss options for a Premier Program</li> <li>• Review staffing estimates for reservations and adjust operating principles if necessary</li> </ul>                           | Mid March 2013    |
| <b>5. Change, Cancel, and No-Show Policies</b> <ul style="list-style-type: none"> <li>• Discuss options for a change and cancel policies</li> <li>• Discuss possible no-show fee</li> </ul>  | Early May 2013    |
| <b>6. Portion of Vessel Available for Reservations</b> <ul style="list-style-type: none"> <li>• Discuss portion of vessel available for reservations (by customer type; daily/weekly/seasonal options)</li> </ul>                                | September 2013    |
| <b>7. Service Disruptions</b> <ul style="list-style-type: none"> <li>• Discuss how WSF will handle service disruptions (fog delays and unexpected mechanical issues)</li> </ul>  | Late October 2013 |

| MEETING TOPICS  | DATE                   |
|---|------------------------|
| <b>8. Remaining Business Policies</b>   | Early December<br>2013 |
| <ul style="list-style-type: none"> <li>• Arrival times</li> <li>• Wrong-size vehicle</li> <li>• Preventing system abuse</li> </ul>                |                        |
| <b>9. Remaining Business Policies</b>   | February 2014          |
| <ul style="list-style-type: none"> <li>• Discuss any policies that require additional discussion</li> <li>• Summarize policy decisions</li> </ul> |                        |
| <b>10. Extra Meeting (Only if Needed)</b>   | April 2014             |
| <ul style="list-style-type: none"> <li>• Topics as needed</li> </ul>  |                        |
| <b>11. Implementation</b>   | June 2014              |
| <ul style="list-style-type: none"> <li>• Review implementation plan</li> <li>• Customer communications</li> <li>• Training</li> </ul>             |                        |

# TYPICAL VEHICLE TRAFFIC CONDITIONS

- The tables below are for vehicle traffic only. In almost all cases there is room for walk-on passengers.
- Congestion levels represent typical sailings for the season and do not account for special events or holidays.
- Sailings marked "\*" indicate full spaces are likely to fill.

## Summer Sailings for Anacortes/San Juan Islands (Mid-July - August)

|       | Leave Anacortes |     |     |     |     |     |     | Destination |      |       |          | Spaces |
|-------|-----------------|-----|-----|-----|-----|-----|-----|-------------|------|-------|----------|--------|
|       | Sat             | Sun | Mon | Tue | Wed | Thu | Fri | Lopez       | Shaw | Orcas | Friday H |        |
| 4:15  |                 |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 6:00  |                 |     | *   | *   | *   | *   |     |             | ✓    | ✓     |          | 148    |
| 6:15  |                 |     | *   | *   | *   | *   |     | ✓           |      |       |          | 126    |
| 6:25  |                 |     | *   | *   | *   | *   |     |             |      |       | ✓        | 148    |
| 7:25  |                 |     |     |     |     |     | *   |             | ✓    | ✓     |          | 148    |
| 9:00  |                 |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 9:35  |                 |     |     |     |     |     |     | ✓           |      |       |          | 148    |
| 10:20 |                 |     |     |     |     |     |     |             | ✓    | ✓     |          | 148    |
| 11:55 |                 |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 12:35 |                 |     |     |     |     |     |     | ✓           |      | ✓     |          | 148    |
| 2:00  |                 |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 3:50  |                 |     |     |     |     |     |     |             | ✓    | ✓     |          | 148    |
| 4:45  |                 |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 5:10  |                 |     |     |     |     |     |     | ✓           |      |       |          | 148    |
| 6:45  |                 |     |     |     |     |     |     | ✓           |      |       |          | 148    |
| 7:20  |                 |     |     |     |     |     |     |             | ✓    | ✓     |          | 148    |
| 8:20  |                 |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 9:00  |                 |     |     |     |     |     |     | ✓           | ✓    | ✓     |          | 148    |
| 11:00 |                 |     |     |     |     |     |     | ✓           |      | ✓     | ✓        | 90     |

### Legend

- No Sailing
- Least Congested: Vessels typically not full.
- Moderate Congestion: Vessels can fill close to sailing time.
- Most Congested: Likely to wait one sailing or more.

**Bold** times indicate PM

### Leave Lopez (eastbound)

|       | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Spaces |
|-------|-----|-----|-----|-----|-----|-----|-----|--------|
| 6:25  |     |     |     |     |     |     |     | 20     |
| 7:15  |     |     |     |     |     |     |     | 126    |
| 10:45 |     |     |     |     |     |     |     | 148    |
| 2:40  |     | *   | *   | *   | *   | *   | *   | 50     |
| 3:05  |     |     |     |     |     |     |     | 30     |
| 6:15  |     |     |     |     |     |     |     | 148    |
| 7:35  |     |     |     |     |     |     |     | 148    |
| 11:20 |     |     |     |     |     |     |     | 20     |

### Leave Shaw (eastbound)

|       | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Spaces |
|-------|-----|-----|-----|-----|-----|-----|-----|--------|
| 7:30  |     |     |     |     |     |     |     | 16     |
| 9:05  |     |     |     |     |     |     |     | 12     |
| 12:20 |     |     |     |     |     |     |     | 12     |
| 5:35  |     |     |     |     |     |     |     | 10     |
| 8:15  |     |     |     |     |     |     |     | 10     |
| 11:00 |     |     |     |     |     |     |     | 5      |

### Leave Orcas (eastbound)

|       | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Spaces |
|-------|-----|-----|-----|-----|-----|-----|-----|--------|
| 7:15  |     |     |     |     |     |     |     | 132    |
| 8:50  |     |     |     |     |     |     |     | 136    |
| 12:05 |     |     |     |     |     |     |     | 136    |
| 2:20  |     |     |     |     |     |     |     | 148    |
| 5:20  |     | *   |     |     |     |     |     | 138    |
| 8:45  |     |     |     |     |     |     |     | 138    |
| 10:50 |     |     |     |     |     |     |     | 25     |

### Leave Friday Harbor (eastbound)

|       | Sat | Sun | Mon | Tue | Wed | Thu | Fri | Spaces |
|-------|-----|-----|-----|-----|-----|-----|-----|--------|
| 5:45  |     |     |     |     |     |     |     | 128    |
| 8:05  |     |     |     |     |     |     |     | 148    |
| 10:55 |     | *   | *   | *   | *   | *   | *   | 148    |
| 1:50  |     |     |     |     |     |     |     | 98     |
| 2:15  |     |     |     |     |     |     |     | 60     |
| 3:45  |     | *   |     |     |     |     |     | 148    |
| 6:30  |     | *   |     |     |     |     |     | 148    |
| 10:00 |     |     |     |     |     |     |     | 98     |

# TYPICAL VEHICLE TRAFFIC CONDITIONS

- The tables below are for vehicle traffic only. In almost all cases there is room for walk-on passengers.
- Congestion levels represent typical sailings for the season and do not account for special events or holidays.
- Sailings marked "\*" indicate full spaces are likely to fill.

## Fall Sailings for Anacortes/San Juan Islands (September-December)

|       | Leave Anacortes (Westbound) |     |     |     |     |     |     | Destination |      |       |          | Spaces |
|-------|-----------------------------|-----|-----|-----|-----|-----|-----|-------------|------|-------|----------|--------|
|       | Sat                         | Sun | Mon | Tue | Wed | Thu | Fri | Lopez       | Shaw | Orcas | Friday H |        |
| 4:20  |                             |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 5:30  |                             |     | *   | *   | *   | *   |     |             | ✓    | ✓     |          | 124    |
| 6:20  |                             |     | *   | *   | *   | *   |     | ✓           |      |       | ✓        | 148    |
| 7:35  |                             |     | *   | *   | *   | *   |     |             | ✓    | ✓     |          | 148    |
| 8:30  |                             |     |     |     |     |     |     |             |      |       | ✓        | 124    |
| 9:30  |                             |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 10:35 |                             |     |     |     |     |     |     | ✓           | ✓    | ✓     |          | 148    |
| 12:35 |                             |     |     |     |     |     |     | ✓           |      |       |          | 148    |
| 1:55  |                             |     |     |     |     |     |     |             |      | ✓     |          | 148    |
| 2:40  |                             |     |     |     |     |     |     |             |      |       | ✓        | 148    |
| 3:35  |                             |     |     |     |     |     |     |             | ✓    | ✓     |          | 124    |
| 4:30  |                             |     |     |     |     |     |     | ✓           |      |       | ✓        | 148    |
| 6:00  |                             |     |     |     |     |     |     | ✓           |      |       | ✓        | 148    |
| 6:25  |                             |     |     |     |     |     |     |             | ✓    | ✓     |          | 124    |
| 8:25  |                             |     |     |     |     |     |     | ✓           |      |       | ✓        | 148    |
| 8:55  |                             |     |     |     |     |     |     |             | ✓    | ✓     |          | 124    |
| 10:30 |                             |     |     |     |     |     |     | ✓           |      | ✓     |          | 90     |

|      | Leave Lopez (eastbound) |     |     |     |     |     |     | Spaces |
|------|-------------------------|-----|-----|-----|-----|-----|-----|--------|
|      | Sat                     | Sun | Mon | Tue | Wed | Thu | Fri |        |
| 6:35 |                         |     |     |     |     |     |     | 65     |
| 7:30 |                         |     |     |     |     |     |     | 20     |
| 9:30 |                         |     |     |     |     |     |     | 30     |
| 1:35 |                         |     |     |     |     |     |     | 148    |
| 3:05 |                         |     |     |     |     |     |     | 28     |
| 5:00 |                         |     | *   | *   | *   | *   | *   | 40     |
| 7:10 |                         |     |     |     |     |     |     | 40     |
| 8:25 |                         |     |     |     |     |     |     | 58     |

|       | Leave Shaw (eastbound) |     |     |     |     |     |     | Spaces |
|-------|------------------------|-----|-----|-----|-----|-----|-----|--------|
|       | Sat                    | Sun | Mon | Tue | Wed | Thu | Fri |        |
| 7:00  |                        |     |     |     |     |     |     | 11     |
| 9:05  |                        |     |     |     |     |     |     | 10     |
| 12:25 |                        |     |     |     |     |     |     | 10     |
| 4:30  |                        |     |     |     |     |     |     | 10     |
| 7:20  |                        |     |     |     |     |     |     | 10     |
| 9:45  |                        |     |     |     |     |     |     | 10     |

### Legend

- No Sailing
- Least Congested: Vessels typically not full.
- Moderate Congestion: Vessels can fill close to sailing time.
- Most Congested: Likely to wait one sailing or more.

**Bold** times indicate PM

|       | Leave Orcas (eastbound) |     |     |     |     |     |     | Spaces |
|-------|-------------------------|-----|-----|-----|-----|-----|-----|--------|
|       | Sat                     | Sun | Mon | Tue | Wed | Thu | Fri |        |
| 6:45  |                         |     |     |     |     |     |     | 113    |
| 8:50  |                         |     |     |     |     |     |     | 105    |
| 12:10 |                         |     |     |     |     |     |     | 138    |
| 3:15  |                         |     |     |     |     |     |     | 148    |
| 5:10  |                         |     |     |     |     |     |     | 138    |
| 7:45  |                         |     |     |     |     |     |     | 138    |
| 10:05 |                         |     |     |     |     |     |     | 138    |

|       | Leave Friday Harbor (eastbound) |     |     |     |     |     |     | Spaces |
|-------|---------------------------------|-----|-----|-----|-----|-----|-----|--------|
|       | Sat                             | Sun | Mon | Tue | Wed | Thu | Fri |        |
| 5:50  |                                 |     |     |     |     |     |     | 86     |
| 8:05  |                                 |     |     |     |     |     |     | 148    |
| 11:05 |                                 |     | *   | *   | *   | *   | *   | 148    |
| 1:55  |                                 |     | *   | *   | *   | *   | *   | 72     |
| 2:15  |                                 |     |     |     |     |     |     | 60     |
| 4:15  |                                 |     |     |     |     |     |     | 108    |
| 6:25  |                                 |     |     |     |     |     |     | 108    |
| 7:45  |                                 |     |     |     |     |     |     | 90     |
| 8:50  |                                 |     |     |     |     |     |     | 88     |
| 10:05 |                                 |     |     |     |     |     |     | 148    |

# TYPICAL VEHICLE TRAFFIC CONDITIONS

- The tables below are for vehicle traffic only. In almost all cases there is room for walk-on passengers.
- Congestion levels represent typical sailings for the season and do not account for special events or holidays.
- Sailings marked "\*" indicate full spaces are likely to fill.

## Winter Sailings for Anacortes/San Juan Islands (January-March)

|       | Leave Anacortes (Westbound) |     |     |     |     |     |     | Spaces | Destination |       |       |          |
|-------|-----------------------------|-----|-----|-----|-----|-----|-----|--------|-------------|-------|-------|----------|
|       | Sat                         | Sun | Mon | Tue | Wed | Thu | Fri |        | Lopez       | Shaw  | Orcas | Friday H |
| 4:30  |                             |     |     |     |     |     |     | 148    |             |       |       | ✓        |
| 5:00  |                             |     |     |     |     |     |     | 124    |             |       |       | ✓        |
| 5:30  |                             |     | *   | *   | *   | *   |     | 124    | ✓           | ✓     | ✓     |          |
| 5:35  |                             |     |     |     |     |     |     | 148    | ✓           | ✓     | ✓     | ✓        |
| 6:20  |                             |     | *   | *   | *   | *   |     | 148    | ✓           |       |       | ✓        |
| 7:40  |                             |     |     |     |     |     |     | 148    |             | ✓     | ✓     |          |
| 8:55  |                             |     |     |     |     |     |     | 124    |             |       |       | ✓        |
| 9:00  |                             |     |     |     |     |     |     | 124    |             |       | ✓     | ✓        |
| 9:25  |                             |     |     |     |     |     |     | 148    | ✓           |       |       |          |
| 10:15 |                             |     |     |     |     |     |     | 148    |             |       | ✓     |          |
| 10:20 |                             |     |     |     |     |     |     | 148    | ✓           |       |       | ✓        |
| 11:20 |                             |     |     |     |     |     |     | 148    |             | ✓     | ✓     |          |
| 12:40 |                             |     |     |     |     |     |     | 148    | ✓           |       | ✓     |          |
| 1:25  |                             |     |     |     |     |     |     | 148    |             |       |       | ✓        |
| 1:50  |                             |     |     |     |     |     |     | 124    | ✓           | ✓     | ✓     | ✓        |
| 2:10  |                             |     |     |     |     |     |     | 148    |             |       |       | ✓        |
| 3:05  |                             |     |     |     |     |     |     | 124    | ✓           | ✓     | ✓     |          |
| 3:20  |                             |     |     |     |     |     |     | 148    |             |       | ✓     | ✓        |
| 4:00  |                             |     |     |     |     |     |     | 148    | ✓           |       | ✓     | ✓        |
| 5:20  |                             |     |     |     |     |     |     | 148    | ✓           | Sa/Su | Sa/Su | Sa/Su    |
| 5:55  |                             |     |     |     |     |     |     | 124    | ✓           |       | ✓     |          |
| 6:00  |                             |     |     |     |     |     |     | 124    |             |       |       | ✓        |
| 7:10  |                             |     |     |     |     |     |     | 148    |             | ✓     | ✓     |          |
| 7:50  |                             |     |     |     |     |     |     | 148    | ✓           |       | ✓     | ✓        |
| 8:20  |                             |     |     |     |     |     |     | 148    | ✓           |       |       | ✓        |
| 8:55  |                             |     |     |     |     |     |     | 124    | ✓           | ✓     | ✓     |          |
| 9:05  |                             |     |     |     |     |     |     | 124    | ✓           | ✓     | ✓     | ✓        |

|       | Leave Shaw (eastbound) |     |     |     |     |     |     | Spaces |
|-------|------------------------|-----|-----|-----|-----|-----|-----|--------|
|       | Sat                    | Sun | Mon | Tue | Wed | Thu | Fri |        |
| 7:15  |                        |     |     |     |     |     |     | 10     |
| 7:30  |                        |     |     |     |     |     |     | 10     |
| 9:10  |                        |     |     |     |     |     |     | 12     |
| 12:15 |                        |     |     |     |     |     |     | 14     |
| 12:20 |                        |     |     |     |     |     |     | 8      |
| 3:50  |                        |     |     |     |     |     |     | 10     |
| 4:15  |                        |     |     |     |     |     |     | 10     |
| 6:35  |                        |     |     |     |     |     |     | 10     |
| 8:00  |                        |     |     |     |     |     |     | 5      |
| 10:55 |                        |     |     |     |     |     |     | 8      |

|       | Leave Orcas (eastbound) |     |     |     |     |     |     | Spaces   |
|-------|-------------------------|-----|-----|-----|-----|-----|-----|----------|
|       | Sat                     | Sun | Mon | Tue | Wed | Thu | Fri |          |
| 7:00  |                         |     |     |     |     |     |     | 100      |
| 7:15  |                         |     |     |     |     |     |     | 48       |
| 8:50  |                         |     |     |     |     |     |     | 88       |
| 8:55  |                         |     |     |     |     |     |     | 136      |
| 11:30 |                         |     |     |     |     |     |     | 148      |
| 12:55 |                         |     |     |     |     |     |     | 88       |
| 2:10  |                         |     |     |     |     |     |     | 148      |
| 4:50  |                         |     |     |     |     |     |     | 138      |
| 6:20  |                         |     |     |     |     |     |     | 40       |
| 7:20  |                         |     |     |     |     |     |     | 98       |
| 8:25  |                         |     |     |     |     |     |     | 68       |
| 10:20 |                         |     |     |     |     |     |     | 148      |
| 10:25 |                         |     |     |     |     |     |     | 74       |
| 10:40 |                         |     |     |     |     |     |     | as avail |

|       | Leave Friday Harbor (eastbound) |     |     |     |     |     |     | Spaces |
|-------|---------------------------------|-----|-----|-----|-----|-----|-----|--------|
|       | Sat                             | Sun | Mon | Tue | Wed | Thu | Fri |        |
| 5:55  |                                 |     |     |     |     |     |     | 94     |
| 6:25  |                                 |     |     |     |     |     |     | 60     |
| 8:00  |                                 |     |     |     |     |     |     | 96     |
| 8:05  |                                 |     |     |     |     |     |     | 96     |
| 10:30 |                                 |     | *   | *   | *   | *   | *   | 148    |
| 11:10 |                                 |     |     |     |     |     |     | 70     |
| 11:55 |                                 |     |     |     |     |     |     | 96     |
| 12:10 |                                 |     | *   | *   | *   | *   | *   | 94     |
| 3:40  |                                 |     |     |     |     |     |     | 78     |
| 4:30  |                                 |     |     |     |     |     |     | 148    |
| 5:25  |                                 |     |     |     |     |     |     | 70     |
| 6:20  |                                 |     |     |     |     |     |     | 148    |
| 7:30  |                                 |     |     |     |     |     |     | 128    |
| 7:50  |                                 |     |     |     |     |     |     | 96     |
| 9:50  |                                 |     |     |     |     |     |     | 116    |
| 9:55  |                                 |     |     |     |     |     |     | 148    |
| 11:15 |                                 |     |     |     |     |     |     | 74     |

|       | Leave Lopez (eastbound) |     |     |     |     |     |     | Spaces       |
|-------|-------------------------|-----|-----|-----|-----|-----|-----|--------------|
|       | Sat                     | Sun | Mon | Tue | Wed | Thu | Fri |              |
| 6:40  |                         |     |     |     |     |     |     | 54           |
| 7:45  |                         |     |     |     |     |     |     | 38           |
| 8:00  |                         |     |     |     |     |     |     | 30           |
| 9:15  |                         |     |     |     |     |     |     | 60           |
| 10:20 |                         |     | *   | *   | *   | *   | *   | 96           |
| 12:45 |                         |     |     |     |     |     |     | 64           |
| 12:55 |                         |     |     |     |     |     |     | 54           |
| 4:20  |                         |     |     |     |     |     |     | 18 / 86 SaSu |
| 6:10  |                         |     |     |     |     |     |     | 96           |
| 7:00  |                         |     |     |     |     |     |     | 28           |
| 7:45  |                         |     |     |     |     |     |     | 50           |
| 8:10  |                         |     |     |     |     |     |     | 20           |
| 8:50  |                         |     |     |     |     |     |     | 23           |
| 11:15 |                         |     |     |     |     |     |     | 24           |

- Legend**
- No Sailing
  - Least Congested: Vessels typically not full.
  - Moderate Congestion: Vessels can fill close to sailing time.
  - Most Congested: Likely to wait one sailing or more.

Bold times indicate PM

## SAN JUAN ISLANDS PARTNERSHIP GROUP

### Demand Management Strategies

WSF has limited vehicle capacity on its vessels and demand that is highly seasonal in the San Juan Islands. The ferry system's challenge is to accommodate ridership growth while shifting riders into sailing days or times that have excess capacity

When WSF developed its Long-Range Plan in 2009, it did a comprehensive review of operating and pricing strategies designed to help manage vehicle demand on peak sailings. The strategies differed in that some were designed to shift customers to off peak sailings while others were designed to encourage customers to walk on when possible. In general, the operating strategies could be grouped into the following categories.

#### OPERATIONAL STRATEGIES:

| STRATEGY                          | INTENTION   | STATUS/IMPLEMENTATION ISSUES  |
|-----------------------------------|---|---|
| <b>Vehicle Reservations</b>       | By making reservations for off peak sailings available well in advance, customers with flexibility in their travel schedule are encouraged to reserve off-peak sailings. Vehicle reservations can also reduce wait times and queuing outside of terminals by providing customers with a guaranteed travel time. | Implemented Phase 1. Currently planning for Phase 2. Legislature has authorized funding for planning Phase 2.   |
| <b>Transit Enhancements</b>       | Improve transit connections and transit access at terminals to encourage walk-ons (includes things like expanded park-and-ride capacity, schedule coordination with local transit agencies, and sheltered transit facilities at terminals)  | Requires coordination with transit agencies and capital funding. Targeted projects may be considered.   |
| <b>Non-motorized Enhancements</b> | Improve pedestrian and bike access at terminals to encourage walk-ons.  | Completed new bike access project at Colman Dock (Seattle)  |
| <b>Optimized Fare Collection</b>  | Streamline ticketing and fare collection at terminals to speed processing times and reduce queuing outside of terminals (includes things like transponder only lanes and automated ticketing)   | Requires significant capital investment and a new ticketing system. The Joint Transportation Committee has begun looking at interoperability potential with Good to Go! |
| <b>Enhanced User Information</b>  | Provide customers with real time information about wait times, lines, parking capacity, etc. so they can optimize travel times and modes. This is sometimes referred to as Intelligent Transportation Systems (ITS).  | WSF is implementing terminal-specific communication improvements in conjunction with reservations.  |

|   |   |   |
|---|---|---|
| <b>Scheduling</b>                               | Accommodate vehicle demand through sailing schedule adjustments   | WSF has adjusted schedules to maximize the use of its fleet during the busiest travel times                             |
| <b>Traffic &amp; Dock Space Management</b>      | Maximize use of dock space by minimizing employee parking, relocating non-essential functions, and reorganizing lanes and traffic flow where opportunities exist. | WSF has not pursued these strategies due to limited possibilities for additional capacity.                              |
| <b>Promotion and Marketing of Non-SOV Modes</b> | Encourage increased use of walk-on or HOV options through ongoing promotion and marketing of non-SOV modes of ferry access  | WSF developed a marketing plan and requested funding for implementation. Legislature did not fully fund implementation. |
| <b>Parking and Holding</b>                      | Encourage mode shift by increasing parking supply and efficiency  | Significant capital investment would be required to acquire land for additional parking.                                |

WSF also evaluated a number of pricing strategies. As the Washington State Transportation Commission (WSTC) has authority over ferry fares, it must ultimately decide whether or not to implement these strategies. The Wave2Go ticketing system further limits what is possible to implement at this time.

#### PRICING STRATEGIES:

**Differential Vehicle and Passenger Pricing:** Increase vehicle fares at proportionally higher rate than passenger fares to encourage more walk-ons. *(Note: the WSTC has considered this option but has not chosen to implement it).*

**Three-tiered Seasonal Surcharge:** Pricing for off peak, shoulder, and peak seasons, with a higher surcharge in July and August when ridership is highest. *(Note: the WSTC has considered this option but has not chosen to implement it).*

**Small Car Discounts:** Offer small car discounts or small car fare categories to encourage people to drive their smaller vehicle and leave more room on the vehicle deck. *(Note: the WSTC implemented the under 14' fare category).*

**Time of Day Pricing (Congestion Pricing):** Charge more for vehicles on the busiest sailings during a day. *(Note: the Wave2Go ticketing system cannot handle variable pricing by time of day).*

**Frequent-User Policies:** Change frequent user policies to move away from the multi-ride card and use back end discounting instead. *(Note: the Wave2Go ticketing system cannot handle back end discounting).*

## SAN JUAN ISLANDS PARTNERSHIP GROUP

### Operating Principles for Reservations

The purpose of this document is to outline basic operating principles that could serve as a foundation for an expanded reservations program in the San Juan Islands. These principles will need to be refined, but they provide a starting point for reservations discussions.

This is not intended to be a comprehensive list. It is a working document, and business rules like change and cancellation policies, required arrival times, service disruption policies, etc. will need to be discussed with the Partnership Group and added at a later date.

#### Program Constraints

**Terminals:** WSF does not intend to purchase property to expand the footprint of terminals in the San Juan Islands. While there may be opportunity to sort traffic outside of the terminal holding area on some islands, any reservations program must work given the existing terminal holding constraints.

**One way fare collection:** WSF does not intend to add ticket sellers and fare collection infrastructure to the San Juan Islands operations.

**Sailing schedules and on time performance.** WSF does not intend to adjust sailing schedules for the sole purpose of accommodating reservations. Any reservations program must work with the current seasonal sailing schedules without negatively impacting on-time performance.

#### Operating Principles

1. **No Interisland reservations.** It is rare that the interisland sailings (which do not continue on to Anacortes) overload. Given the operational complexity associated with interisland reservations and the lack of a need for demand management on this service, WSF will not have interisland reservations.
2. **No reservations eastbound from Shaw.** Shaw does not have vehicle staging capacity adequate for reservations. Customers will be able to make reservations from Anacortes to Shaw but will not be able to reserve sailings departing from Shaw.
3. **No show fee.** As WSF does not intend to begin fare collection on the islands, it will likely need to implement a no-show fee that can be assessed to customers who do not show for their eastbound reservation. This will require an update to the Washington Administrative Code (WAC). There are a number of options and decisions around a no-show fee that WSF will discuss with the Partnership at future meetings:
  - a. Amount of fee
  - b. Process for collecting fee (e.g. keeping a credit card on file and other options)
  - c. When fee applies
    - i. For missed sailing vs not traveling during the operational day
    - ii. Potential grace period
    - iii. For eastbound sailings only vs all sailings to/from Anacortes

4. **Use existing redemption process at most locations.** WSF intends to mostly use its current equipment to redeem reservations. In the San Juan Islands, we will use hand scanners to validate reservations. Lopez & Orcas already have hand scanners. At Anacortes, we will use the existing tollbooth process to redeem reservations. WSF may explore updating its equipment with scanners that can read images from smart phones. For Phase 2, WSF is not considering kiosks, additional tollbooths, license plate readers or other capital infrastructure needed solely for redeeming reservations.
5. **Improved signs and customer communication.** WSF will propose new signs and communications infrastructure (like highway/terminal advisory radios and web cameras), customized for each terminal. These improvements will be designed to help customers better plan their travel (with or without reservations) and to help customers know where to direct their vehicles (i.e. if they need to pull forward to the holding area or go to a remote lot). Radio messages could be used to tell customers which sailing is currently being staged, how many non-reservations spaces are available, how long lines are for non-reservations spaces, and if later sailings still have reservations available.
6. **Premier Account Program.** Much like the Premier Account Program on the Port Townsend – Coupeville route, WSF will work on designing a program for non-commercial frequent users and residents in the San Juan Islands. There are a number of business policies to discuss with the Partnership Group around this program in future meetings:
  - a. How does a customer access the program?
  - b. What special benefits do program members receive?
    - i. Dedicated reservations spaces on sailings
    - ii. More lenient change and cancelation policies
    - iii. Use of discounted fare media (like vehicle multi-ride cards)
  - c. How does WSF prevent abuse of the program?
7. **Number of reservations available determined by allotments, terminal holding capacity and processing times.** On any given sailing, the number of reservations available to or from an island may be limited based on allotments, terminal holding capacity, and reservation processing time to ensure that on-time performance is not impacted by reservations.
  - a. Total spaces available for reservations will be further divided into standard height and over height (tall) spaces
  - b. Total spaces available may be restricted to certain types of customers (e.g. Executive Account customers, Premier Account customers, preferential load vehicles, etc.)
  - c. Total spaces available can vary by sailing. They may be adjusted based on time of day, day of week, or season. Some sailings might not be open to reservations.
  - d. Preliminary analysis of terminal holding capacities show the following number of standard-length vehicle spaces may be made available for reservations, depending upon a given sailing's allotment:

|  | Lopez   | Orcas   | Friday Harbor  |
|--|---|---|--|
| <b>Total spaces</b>  | 76  | 147   | Lot A: 120<br>Lot B: 66  |
| <b>Anacortes Dedicated Lanes</b>   | 1 – All Vehicles<br>2 – Tall Reservations   | Lanes 1-6   | Lot A: Lanes 1-8<br>Lot B: All Lanes   |
| <b>Anacortes Dedicated Spaces – Available for Reservations</b>   | 33 spaces   | 115 spaces  | Lot A: 80 spaces<br>Lot B: 66 spaces   |
| (Anacortes dedicated spaces gives us an approximate # of Anacortes reservations that may be taken. Each individual sailing time will have to be reviewed to assess whether we can take more or less reservations based on varying factors) |   |   |  |
| <b>Notes/ explanation</b>  | Back half of lane 2 is used for reserved tall vehicles.<br><br>Front half of lane 2 is used to sort traffic in lane 1 based on what vehicle sizes are needed by vessel crew during loading. | For some sailings, we are able to use the interisland lanes for Anacortes Reservations.<br><br>Access lanes may be used certain days of the week to provide an additional 20 spaces.i | For some sailings, we are able to use the interisland lanes for Anacortes reservations.<br><br>Need to assess use of Lot C for reservations. Currently used for commuters. |