

Port Townsend-Coupeville Partnership Group

**Thursday, November 3 | 5:30 p.m. – 7:30 p.m.*
Cotton Building, 607 Water St, Port Townsend**

AGENDA

Time	Topic	Lead
5:30 p.m.	Welcome Opening Remarks and Introduction of WSF team	David Moseley, Assistant Secretary, WSF
5:40 p.m.	Partnership Members Introductions <ul style="list-style-type: none"> Name & Affiliation What do you hope to achieve through participation in the Port Townsend – Coupeville Partnership? 	Partnership Group Members
5:50 p.m.	Partnership Overview <ul style="list-style-type: none"> Review agenda Review and discuss roles and responsibilities and draft meeting plan 	Heather Rogers, Facilitator (BERK)
6:00 p.m.	Vehicle Reservations Project Update <ul style="list-style-type: none"> Overview project process Schedule going forward 	Captain George Capacci, Deputy Chief of Operations and Brian Churchwell, WSF
6:15 p.m.	Overview of Reservation System Concept <ul style="list-style-type: none"> How will the new system be different? 	Heather Rogers, Brian Churchwell
6:30 p.m.	Overview of General Customer Process <ul style="list-style-type: none"> How to make, change and cancel reservations and related business rules for general customers 	Heather Rogers, Brian Churchwell
7:15 p.m.	Establish Next Meeting Date and Other Next Steps	Heather Rogers
7:20 p.m.	General Comments	Heather Rogers
7:30 p.m.	Thank You; Meeting Adjourned	Captain George Capacci

Meeting Materials:

- Partnership Roles and Meeting Plan
- Vehicle Reservation System Project History
- Vehicle Reservation System Overview
- Vehicle Reservation System Description
- Policy Decisions for Making, Changing, and Canceling Reservations

* 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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PORT TOWNSEND – COUPEVILLE COMMUNITY PARTNERSHIP GROUP WSF VEHICLE RESERVATION SYSTEM DEVELOPMENT

DISCUSSION DRAFT: Partnership Roles and Meeting Plan

Partnership Group Purpose

- WSF is developing a new vehicle reservation system. It has convened the Partnership Group to **gather input on system design and policy decisions.**

Member Responsibilities

- **Attend the five group meetings** and contribute to the discussion.
- **Actively share** your ideas, observations, and energy.
- Actively **listen to others**. Building on points of agreement is expected and good.
- Participate in discussion fully so that **different points of view are shared**. Disagreement is expected; if members don't agree on something, it's OK. All members' **positions will be respected and considered**.
- Provide **timely feedback** about what's working and what's not working. Proactively contact WSF with feedback, questions, and concerns.
- Understand and be able to articulate the project's purpose and the Partnership Group's responsibilities.
- Review meeting summaries and other meeting materials in advance of the meeting.

Meeting Plan

Meeting #1 (11/3/2011, 5:30pm-7:30pm)

Review roles and expectations; project overview and status update; discuss potential business rules for making, changing, and canceling reservations.

Meeting #2 (Dec. 2011) Demonstration of software under development; Review and provide input on website functionality for making, changing, and canceling reservations; discuss redemption process.

Meeting #3 (Jan-Feb 2012) Demonstration of software under development; review and provide input on redemption process; discuss other account types (premier, vanpool, and commercial accounts).

Meeting #4 (Mar-Apr 2012) Demonstration of software under development; review and provide input on additional accounts and features; discuss plan for live roll out

Meeting #5 (Jun-Jul 2012) Discuss new system – what's working well?, what improvements would you like to see?. Do any business rules need to be changed to better meet objectives?

PORT TOWNSEND – COUPEVILLE COMMUNITY PARTNERSHIP GROUP Vehicle Reservation System Project History

January 2009 – Long Range Plan

- The 2009 WSF Long Range Plan identifies a reservation system as WSF's key demand management strategy that will reduce wait times at terminals and spread traffic to underutilized sailings without the need for costly capital investment in bigger terminals or vessels. The Legislature authorizes a predesign study.

January 2010 – Vehicle Reservation System Predesign Study

- WSF completes a predesign study that describes a high-level design for the reservation system and lays out a three phase plan for implementation.
- The predesign was developed with extensive input from the Edmonds-Kingston Partnership Group and public comment.
- The predesign assumes WSF will buy an off-the-shelf reservation system and integrate it with its existing ticketing system.

Spring 2010 – Funding Approval

- The Legislature approves funding for Phase I of the reservation system which includes Port Townsend-Coupeville, Anacortes-Sidney, and commercial reservations in the San Juan Islands.

Summer 2010 – WSF Begins Work on the Reservation System

- Port Townsend – Coupeville Partnership Group is convened.
- WSF begins defining system requirements and investigating options to purchase software.
- WSF reaches out to other ferry agencies with reservations to learn about what systems they use.

Winter 2011 – WSF Decides to Build the Reservation System in House

- Due to a lack of commercially available software that would meet all of the system requirements, particularly integration with our EFS ticketing system, and a desire to maintain control of the reservation system (allowing more flexibility for system updates and maintenance), WSF decides to develop the reservation system in house.

Spring 2011 – Legislature Maintains Funding for the Reservation System

- In a difficult budget cycle where the Legislature was looking for projects to cut, funding for the reservation system was maintained given the project's high importance for managing demand and supporting efficient use of WSF terminals and vessels.

Summer & Fall 2011 – Development Begins

- WSF documents all of the business requirements associated with the reservation system.
- WSF hires and contracts for project staffing resources, and software development begins.



VEHICLE RESERVATION SYSTEM OVERVIEW

Washington State Ferries

2011

2012

2013

2014

2015

2016

2017

Phase 1

Phase 2

Phase 3

What Happens in Each Phase:

Phase 1 - Design and Testing

- System design and testing
- Reservations available to all customers on Port Townsend-Coupeville and Anacortes-Sidney routes
- Reservations for commercial account customers on San Juan Islands routes
- New website for making, changing, and canceling reservations
- Pilot a premier account program for frequent customers

Phase 2 - San Juan Islands

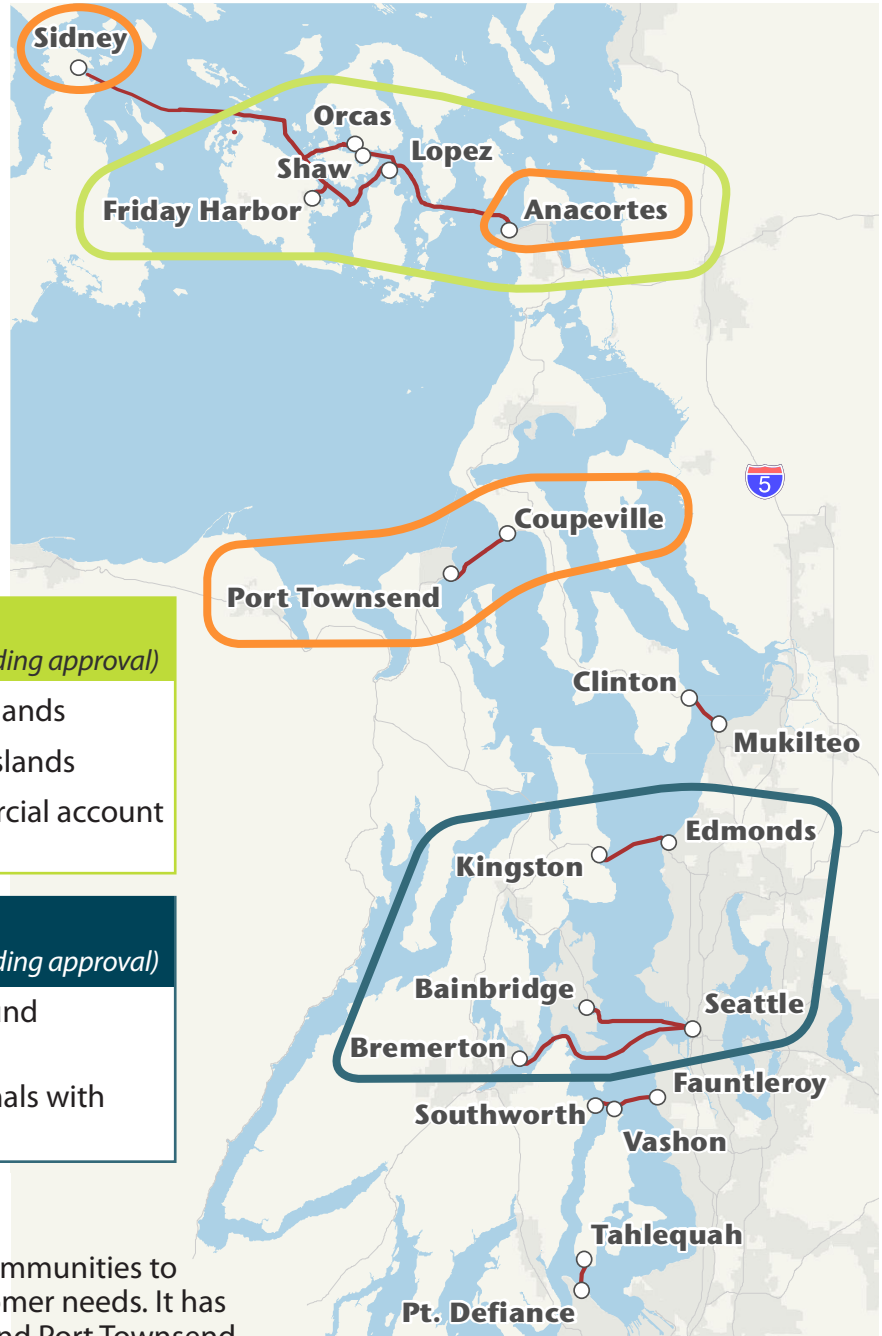
(upon successful Phase 1 implementation & funding approval)

- Reservations extended to San Juan Islands
- Terminal improvements in San Juan Islands
- System-wide reservations for commercial account customers

Phase 3 - Central Sound

(upon successful Phase 2 implementation & funding approval)

- Reservations extended to Central Sound commuter routes
- New signage at and leading to terminals with sailing status information



Community Partnerships:

WSF is committed to working with ferry communities to ensure the reservation system meets customer needs. It has already convened an Edmonds-Kingston and Port Townsend-Coupeville partnership group to discuss program design and Phase 1. Additional groups will be formed as the project moves forward

For more information please contact:

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**Washington State
 Department of Transportation**

Spring 2011

PORT TOWNSEND – COUPEVILLE PARTNERSHIP GROUP Vehicle Reservation System Description

WSF is developing a reservation system that will include the following components:

Account-Based System

- Customers will be asked to establish an account to make reservations – this will allow customers the ability to log in and view or change reservations. At a minimum, customers will be required to provide an email and password to establish an account.
- Customers who do not wish to set-up an account may make a reservation as a “guest.”
- Customers will have the option to store additional information in their accounts to make the reservation process more convenient.
- There will be different types of accounts –general customer, premier, commercial, carpool/vanpool – which will have different policies associated with them.

Availability of Reservations

- WSF will be able to adjust the amount of deck space available for reservations on each sailing.
- There will be a minimum of 5-10% of vessel space set aside for standby customers without reservations.
- Availability of reservations will differ for different account types.
- How far in advance customers can reserve space may vary by account type and by sailing type (peak versus off-peak).
- WSF will provide customers with up-to-date information on how many reservations are available on upcoming sailings.

Making, Changing, and Canceling Reservations

- WSF is developing business policies for making, changing, and canceling reservations (see handout)
- Notable changes from the current system at Port Townsend-Coupeville will include:
 - General Customers will be required to pay a deposit towards their fare in order to make a reservation. Other customers will be required to pay the deposit if they do not show up for their reserved travel.
 - Customers will be able to view, change, and cancel their reservations online
 - Customers may be limited in the number of reservations they can make for the same day

Redemption at the Tollbooth

- Customers will receive scannable reservation confirmations that they will need to present at the tollbooth.
- Ticket seller will make fare determination and, based on deposit amount paid at the time of making the reservation, charge any remaining balance owed.
- Redemption process will be designed to ensure fast throughput at terminals

Customer Communication

- Improved wayfinding at and around terminals.
- New Highway Advisory Radio (HAR) system to communicate reservations status and terminal waits.
- Email communication (could be text or automated phone, depending on customer's preference) with sailing status changes or other alerts.

PORT TOWNSEND – COUPEVILLE COMMUNITY PARTNERSHIP GROUP

Potential Policy Decisions: General Customer Process for Making, Changing, and Canceling Reservations

	Policies Under Consideration	Current System
Make a Reservation	<ul style="list-style-type: none"> • Customer selects route and departure terminal (reservations for one-way trips) • Customer identifies vehicle type, length and height (or selects vehicle info stored in the account) • Customer chooses sailing date and time <ul style="list-style-type: none"> ○ 50-80% of the vessel space is available for reservations (depends on sailing) ○ Reservations available 1 – 6 months in advance (depends on sailing) ○ System tells customer if reservation is available and % of boat un-reserved • Customer enters name and contact info (if not already stored in account) • Payment of deposit required (amount to be determined – less than 100% of applicable fare) <ul style="list-style-type: none"> ○ Must have credit/debit card for payment 	<ul style="list-style-type: none"> • Customer chooses route and departure terminal • Customer identifies vehicle type, length and height • Customer chooses sailing date and time <ul style="list-style-type: none"> ○ 70% of the vessel space is available for reservations ○ Reservations available seasonally (with posted schedule) • Customer enters name and contact info • No payment required
Change a Reservation	<ul style="list-style-type: none"> • Changes to sailing date, time, and vehicle size possible online as long as space is available • Change as frequently as needed online • No penalty for changes occurring more than x hours in advance of scheduled sailing time (time to be determined) 	<ul style="list-style-type: none"> • Call Customer Service • Currently no incentive for customers to notify WSF of changes
Cancel a Reservation	<ul style="list-style-type: none"> • Cancel reservations online • No penalty for cancelations occurring more than x hours in advance of scheduled sailing time (time to be determined) 	<ul style="list-style-type: none"> • Call Customer Service • Currently no incentive for customers to notify WSF of cancelation