

# Pricing

1

This category includes strategies such as:

- Peak period or congestion pricing
- Mode shift pricing or reducing SOV's
- Off-peak discount pricing
- Pricing simplification

## Primary Benefits

- Encourages time shift
- Encourages mode shift
- Attracts new demand to underutilized passenger capacity
- Reduces queue lengths

Non-Commercial Vehicle (Auto) Rates to Peaks Island	
Peak Season (mid-April through Columbus Day)	
Thursday, Friday, & Saturday, Sunday until 5:00 PM	\$80.00 (\$70.00 handicapped plates)
After 5:00 PM on Sunday, Monday, Tuesday & Wednesday	\$60.00 (\$50.00 handicapped plates)
Off-Peak Season (Columbus Day through mid-April)	
all days, all times	\$34.00

## Application/Implementation

- Evaluated from a revenue neutral standpoint
- Most effective during peak periods and on routes with the highest vehicle demand
- Price to address each route or travel-shed according to the primary customer types
- Highly compatible with a Reservations System

# **Opportunity: Peak Period Pricing to shift vehicle demand**

Targeted pricing by route during peak and off-peak periods

- Increase prices for vehicles when demand is high
- Decrease prices for vehicles when demand is low
- Look for options to integrate frequent user policies and Transportation Demand Management goals

# **Opportunity: Attract customers to walk-on mode**

Options to encourage walk-on passengers:

- Lower passenger fares relative to vehicle fares
- Simplify fares
- Targeted pricing (i.e. senior discount, youth discount, etc...)

# Opportunity: Manage vehicle deck space

- More small vehicles will fit on a ferry than will big vehicles.
- Options might include:
  - Increase price for larger vehicles during peak periods
  - Discounts in off-peak periods
  - Discount “small vehicles”

# **Opportunity:**

## **Balance demand amongst multiple routes**

Employ pricing incentives and disincentives to shift demand from congested routes to those with excess capacity:

- Kitsap County routes – Kingston, Bainbridge, Bremerton, and Southworth
- Vashon Island routes – balance between North end and South end routes