

Reservations

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Concept:

- Customers buy a vehicle fare for a specific sailing and for a specific vehicle.
- Reservations are made at automated walk-up kiosks, over the phone, or online.

Primary Benefits

- It is simple for the customer to make a reservation and ONLY involves autos
- It moves the queue from the terminals to the digital world
- Implementation is very flexible
- Each sailing may be treated differently depending on demand and the needs of current users
- Changes to pricing are not required for implementation
- Positive environmental and community impacts



Application/Implementation

- Can be designed to fit the ferry system
- Requires up front capital investment, but low ongoing operating costs
- Highly compatible with peak period pricing
- Adaptable to local conditions
- Possible roll out first on high demand routes (i.e. Port Townsend, Central Puget Sound) and refine

Considerations of an effective vehicle reservations system?

1. Flexible System: designed to ensure reasonable access for different types of customers

- Overall percent of vessel capacity reserved.
 - End state goal: 90 to 95% reserved on any sailing where demand/capacity ratio is more than 80%.
- How quickly reserved capacity is available
 - Vary by prime customer type by route (e.g. 10% two months ahead, 30% two weeks ahead, 50% two days ahead, 70% one day ahead, 100% two hours ahead, etc.).

Considerations of an effective vehicle reservations system?

2. Customer Convenience

- Web-based – fully interactive system
- Phone based – 24/7 staffed reservation line
- Walk-up based – remote, likely shared, sites away from terminals
- Customers view on-line current state of reserved capacity and wait list

3. Terminal Access

- Ensure access for reserved customers as system is implemented
- Automated vehicle processing – transponders and license plate recognition
- Driver information system on terminal approaches with remote sites for reservations and fare transactions

Considerations of an effective vehicle reservations system?

4. System Flexibility

- System can be adjusted according to state of implementation and characteristics of demand.
- System must operate as nearly as possible to real time.
- Ability to change or cancel reservations at a cost.
- Ability to book multiple reservations for same sailing, one or two weeks at a time

5. Fare Payment

- No additional reservation fee required if fare is paid when booking is made.
- Could introduce “earned discounts” based on frequent use.
- Demand pricing is not a necessary component