



New Brochure Racks Offer More Options to Customers

Brochure racks on Washington State Ferries (WSF) vessels and at the terminals are going high-tech. WSF advertising vendor Certified Folder is installing new brochure racks outfitted with 42-inch video monitors.

The video monitors are equipped for wireless internet access and updated content is downloaded as often as every five minutes depending on the connection speed. The brochure racks and video monitors are being installed at no charge to the ferry system as a part of the contract with Certified Folder.

Each brochure rack includes two monitors: one for Certified Folder advertising content and one for Washington State Department of Transportation/WSF use.

Certified Folder's video monitor allows advertisers to showcase their message and encourage potential customers to pick up a brochure or magazine in the rack.

"We looked at how best to present advertising in a way that utilizes the digital format and gives the ferry system a tool to present anything and everything they want on their screens," said Certified Folder regional sales manager Weldon Vittitow.

To launch the WSF screen, the ferry system will offer six passenger-safety and security videos, public service announcements, a route map and some scenic shots of the ferries. More content will be added once the system has been in place and any technical difficulties are worked out. The ferry system will eventually be able to expand its content to include arrival and departure times, delays, operations information, community information and much more.

Certified Folder hopes the video monitors will enhance its service by giving customers more information about brochures they carry.

"A brochure acts as a salesperson. The video is a tool that makes the brochure more valuable by drawing customers to it," Vittitow said.

The video monitors replace brochure racks that were installed nearly 25 years ago. The old racks featured 42-inch by 23-inch illuminate boards with "static" or non-video advertisements that were changed infrequently. The wireless internet connection enables advertisers to customize their content and make changes as often as they want.

"If you have a special running for a week, we can book it out for that week then go back to the original advertisement. They (advertisers) can do special promotions for Mother's Day or Valentine's Day, you name it; it's all up to the advertisers' creativity," Vittitow said.

The video monitors and wireless hardware were designed for easy access so they can be readily maintained. Certified Folder continually monitors the equipment so that a technician can change it out quickly. Volume on the monitors is muted so customers aren't disturbed during the sailing.

Certified Folder is North America's largest professional rack brochure display service with more than 21,000 locations throughout the western United States and Canada. They have provided display advertising for the ferry system since 1992. [↕](#)



The new brochure racks on WSF vessels and at the terminals feature 42-inch video monitors.

The Secrets to Easier Commuting are Revealed

Commuter Center

Nearly 2,000 Washington State Ferries (WSF) commuters already know the secrets to easier commuting and are reaping the benefits everyday.

By sharing a ride in a carpool or vanpool, using a vanshare to walk on the ferry and drive to work, or joining Zipcar to ensure a vehicle is ready when needed, WSF customers can receive preferential loading on the sailing of their choice, discounted or free fares, fuel savings and the benefits of leaving their cars at home.



Carpools and Vanpools receive priority loading on WSF vessels.

Representatives from King County Metro, Kitsap Transit, WSF and Zipcar will be available in July to share their secrets to easier commuting with you.

To learn more about rideshare options visit www.rideshareonline.com and www.zipcar.com. [↕](#)

Rideshare Outreach Calendar

Date	Where	Times
July 9	Colman Dock Vehicle Queue Area	3:15 p.m. – 6:00 p.m.
July 10	Colman Dock Passenger Loading Area Bremerton Transit Center Bainbridge Island Terminal	3:15 p.m. – 6:00 p.m.
July 16	Fauntleroy Vehicle Queue Lanes	3:00 p.m. – 6:00 p.m.
July 17	Onboard Fauntleroy/Vashon/ Southworth vessels	All runs 3:35 p.m. – 6:00 p.m.

Port Townsend/Keystone Summer Reservations Program

Washington State Ferries Now Accepting Reservations for Port Townsend/Keystone Route

Thousands of travelers have taken advantage of the Port Townsend/Keystone Summer Reservations Program since its May 19 launch. The 50-car Steilacoom II is the only vessel providing service on the Port Townsend/Keystone route until new vessels are built. Washington State Ferries has been working with local community leaders to plan and implement this pilot reservations program for summer 2008 to address the unique needs of this route during the busy summer season.

What Are the Benefits?

- To make the best possible use of the limited space on the ferry.
- To minimize the amount of time people spend waiting in their cars.
- To allow the public to better plan their travel by providing advance reservations for all sailings.

Good to Know

- There is no fee to make a reservation.
- To travel round-trip on this route, separate reservations are needed for the Port Townsend departure and the Keystone departure.
- There is a limit of one Port Townsend departure reservation and one Keystone departure reservation per customer per day. The driver's ID must match the name on the reservation.

- Vanpools and registered carpools can call Washington State Ferries to make a reservation for the entire summer season.
- Vehicles over 6,000 gross vehicle weight up to 80,000 gross vehicle weight must call Washington State Ferries to make a reservation. Vehicles over 80,000 gross vehicle weight are not allowed on the Port Townsend/Keystone route.

When Can I Make a Reservation?

You can make reservations from 30 days in advance up to two hours before your sailing. Reservations are categorized as follows:

- Advance reservations can be made as early as 30 days before the day of your sailing. If a sailing is cancelled, advance reservation holders will be given the option to remain at the terminal and will have priority boarding for the next sailing.
- Same-day reservations begin at 4:30 a.m. on the day of your sailing and can be made up to 2 hours prior to your desired departure time. If a sailing is cancelled, customers with same-day reservations will be transitioned to stand-by and will be added to the next sailing as space is available.
- Standby customers are those without a reservation for a particular sailing and will be allowed to sail only as space becomes available.



How to Make a Reservation

- 1 Online**
Visit www.wsdot.wa.gov/ferries. Click on the "Make a Reservation" button.
- 2 Phone**
Call us at 1-888-808-7977 (toll free in state), 206-464-6400 or 511 between 7 a.m. and 9 p.m. daily.
- 3 At the Terminal**
Ask at the tollbooths or pick up a list of local businesses that will assist you in making a reservation.

Remember:

- Once you've made a reservation, you'll receive a confirmation number that you must bring to the terminal along with your driver's license.
- You may arrive at the terminal up to 90 minutes before departure time. You must arrive at least 30 minutes prior to departure or forfeit your reservation and move to standby.

Motorcycles

Priority loading for motorcycles traveling on the Port Townsend/Keystone route is no longer in effect. Motorcyclists are now considered the same as other vehicles and must make a reservation to ensure space on the vessel. Making a reservation will help motorcyclists avoid long waits at the terminal.



We encourage you to pre-purchase your fare online by visiting www.wsdot.wa.gov/ferries/wave2go.

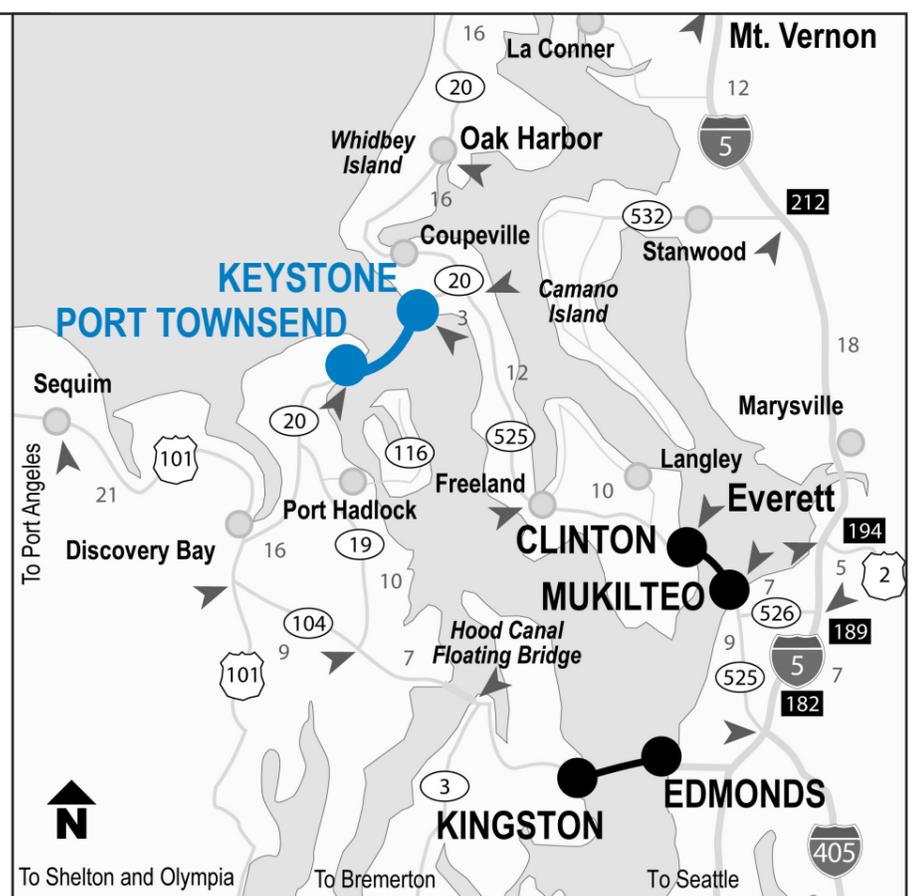
Sailings Added to Port Townsend/Keystone Summer Schedule

To help accommodate heavy peak season traffic, additional sailings have been added on the Port Townsend/Keystone route. The new schedule includes additional trips on Thursday through Sunday evenings and Monday mornings. This schedule will continue through Monday, October 13.

Leave Port Townsend		Leave Keystone	
4:45 ▲	3:45	5:30 ▲	4:30
6:30	5:15	7:15	6:00
8:00	6:45	8:45	7:30
9:30	8:30	10:15	9:15
11:15	10:15 ■	12:00	11:00 ■
12:45	11:45 ●	1:30	12:30 ●
2:15		3:00	

- Thursday, Friday, Saturday and Sunday only
- Friday, Saturday and Sunday only
- ▲ Monday only

Note: Shaded=additional sailings
Non-bold time indicates AM
Bold time indicates PM



Transit Connections — Traveling Without a Car is Simple and Easy



Photo courtesy of Whidbey Examiner.

Port Townsend

Jefferson Transit

Routes #11 and #13 stop near the Port Townsend ferry terminal and connect to routes serving Port Townsend and points beyond, such as Irondale, Port Hadlock and Chimacum. For more information visit www.jeffersontransit.com or call Jefferson County Transit toll free at 1-800-371-0497.

Kitsap Transit

Kitsap Transit makes connections to Jefferson Transit (Route #7) at the Poulsbo Transfer Center and provides service to Kingston, Bainbridge Island, and other destinations. For more information visit www.kitsaptransit.org or call Kitsap Transit toll free at 1-800-501-RIDE.

Coupeville and Whidbey Island

Island Transit

Route #6 connects the Keystone terminal to Coupeville, Oak Harbor, West Beach, and Admiral's Cove. For more information visit Island Transit at www.islandtransit.org or call 1-800-240-8747.



Check Before You Go

Service disruptions on the Port Townsend/Keystone route are common due to tidal conditions or heavy weather and rough seas. Contact us for up-to-date information on cancelled sailings or delays.

Contact Us

Washington State Ferries
Customer Service
1-888-808-7977 (toll free in state)
206-464-6400
511 (in WA)
Web: www.wsdot.wa.gov/ferries



Steilacoom II on Port Townsend Bay. Photo by Patrick J. Sullivan / Port Townsend Leader.

Summer Fun Awaits Visitors to Port Townsend and Whidbey Island

Port Townsend

Free reservations on the Washington State Ferries Port Townsend/Keystone route are one of many services the Port Townsend community offers travelers. We invite you to stop in at the Port Townsend Visitor Center or select businesses for help making a reservation.

For More Information

Port Townsend Visitor Center
2437 E. Sims Way in Port Townsend
Phone: 1-888-ENJOY PT (365-6978) or 360-385-2722
E-mail: info@ptchamber.org
Web site: www.enjoypt.com

Upcoming Port Townsend Events

- July 3-September 4:** Concerts on the Dock
- June 29-July 6:** Festival of American Fiddle Tunes
- July 4:** Fourth at the Fort Celebration and Fireworks Show
- July 20-27:** Jazz Port Townsend
- July 27-August 3:** Port Townsend Country Blues Festival
- September 5-7:** Port Townsend Wooden Boat Festival
- September 19-21:** West Coast Sea Kayak Symposium
- September 26-28:** Port Townsend Film Festival



Keystone, Whidbey Island

There's plenty to do within a six-mile radius of the Keystone ferry terminal. Once you've got your reservation for the Keystone ferry, you can visit Coupeville's historic waterfront district, Fort Casey and Fort Ebey State Parks, or Greenbank Farm.

For More Information

Central Whidbey Chamber of Commerce
Visitor Center
107 S. Main St. in Coupeville
Phone: 360-678-5434
E-mail: visitor@centralwhidbeychamber.com
Web site: www.centralwhidbeychamber.com

Upcoming Central Whidbey Events

- July 26-27:** Loganberry Festival
- August 9:** Whidbey Island Highland Games
- August 9-10:** Coupeville Arts and Crafts Festival
- September 27:** Tour de Whidbey
- September 27-28:** Whidbey Island Kite Festival
- September 27-28:** Whidbey Island Open Studio Tour
- October 4-5:** Whidbey Island Farm Tour



Photo courtesy of Whidbey Examiner.



Photo courtesy of Whidbey Examiner.

Art and History Come Together in Coupeville

Coupeville's historic Penn Cove, on central Whidbey Island is home to one of the oldest continuously-run festivals in Washington State. The Coupeville Arts and Crafts Festival celebrates its 45th anniversary this year.

The festival is renowned for its quality arts and crafts, handmade by artisans from the Pacific Northwest and beyond.

The festival begins on Friday, August 8 with an Art Gallery Show and Wine Reception. The gallery of juried art is open from 7 p.m.-10 p.m. at the Coupeville Recreation Hall. You'll see award-winning fine art and have an opportunity to vote for the People's Choice award. Tickets for the wine reception are \$12 in advance and \$15 at the door the evening of the reception. Tickets include a commemorative wine glass.

Festival visitors not able to attend the Art Gallery Show and Wine Reception can spend time browsing through the juried art display from 10 a.m.-6 p.m. Saturday, August 9; and 10 a.m.-4 p.m. Sunday, August 10. For more information, visit the Coupeville Arts and Crafts Festival Web site at www.coupevilleartsandcraftsfestival.org/.

On Saturday and Sunday, August 9 and 10, festival attendees can stroll the Coupeville waterfront where more than 200 vendors will display and sell their unique handcrafted goods. Located along Alexander St. you'll see the Artists in Action area where dozens of artists demonstrate their crafts. From there the smell of food will draw you just up the block to a variety of vendors serving up quick eats.

Young children will find a variety of fun, interactive activities and items to make in the Children's Activities tent near the Food Court. T-shirt painting, face painting and creative crafts are the highlighted activities each day. An impressive selection of the Pacific Northwest's bands have been booked to provide entertainment during the festival.

While in town don't forget to visit Coupeville's local shops and restaurants. Coupeville boasts a scenic water view for your shopping and dining pleasures. Parking is conveniently located near the festival's food, music and Children's Activities areas.

The festival is organized by the Coupeville Festival Association, a non-profit organization. All proceeds from the festival are given back to community projects that encompass the arts, history and the betterment of Coupeville. In December 2007, the Coupeville Festival Association awarded more than \$25,000, with an additional \$4,000 in student scholarships awarded in June. To date the Coupeville Festival Association has donated more than 500 thousand dollars to community projects and students within the Coupeville community.

Come once to the Coupeville Arts and Crafts Festival and you may want to stay forever.

To learn more about this uniquely Northwest event call 360-678-5116 or visit www.coupevilleartsandcraftsfestival.org. Please mail inquiries to PO Box 611, Coupeville, WA 98239 or e-mail info@coupevilleartsandcraftsfestival.org. ↴

Port Townsend Wooden Boat Festival Special Feature Coming in September/October Issue of SoundCrossings

Community Calendar

Bainbridge in Bloom

July 11-13

A self-guided driving or biking tour of gardens throughout Bainbridge Island. For more information, visit www.gardentour.info.

Seafair

June 29-August 3

Seattle's annual summer celebration features hydroplane races, the Blue Angels, the Milk Carton Derby and much more. To learn more, visit www.seafair.com.

Coupeville Arts and Crafts Festival

August 8-10

Please see accompanying story or visit coupevilleartsandcraftsfestival.org for more information.

Anacortes Arts Festival

August 1-3

The Anacortes Arts Festival has something for everyone with fine art exhibits, international foods, multiple music venues and children's activities. Visit www.anacortesartsfestival.com/ for more information.

Port Townsend Wooden Boat Festival

September 5-7

The premiere wooden boat gathering in North America. Visit www.woodenboat.org/festival/ for more information. See story on page 3.



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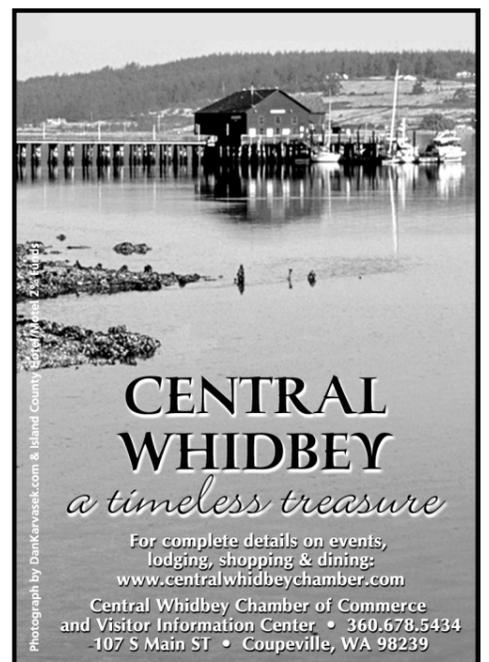
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