



# SAVE A SPOT



Washington State Ferries

## Public Outreach: Vehicle Reservations Implementation

***Even before planning for reservations on the San Juan Islands route began, WSF started reaching out to inform the San Juan Islands community about vehicle reservations implementation on the Anacortes-San Juan Islands route and solicit their feedback.***

### COMMUNITY MEETINGS

Twice annually, WSF hosts a series of community meetings throughout the service area to discuss current ferry system issues. Vehicle reservations for the San Juan Islands route was on the agenda at all nine San Juan Islands community meetings hosted since 2011.

### SAN JUAN ISLANDS COMMUNITY PARTNERSHIP

WSF convened a San Juan Islands customer group to discuss program policies, feasibility, implementation schedule and options. This group represents Anacortes, Lopez, Orcas, San Juan, and Shaw islands. It is composed of customers and representatives from a broad spectrum of user groups, including tourism, business, and the ferry advisory committee. There were 12 partnership meetings between October 24, 2012 and September 18, 2014. Partnership meetings are always open to the public, including a public comment period at the end of each meeting. WSF staff provided outreach materials to partnership members so that they could make presentations about vehicle reservations to community groups.

### OUTREACH AT ISLAND EVENTS AND TERMINALS

Since July 2014, WSF staff and partnership members have conducted 37 days of outreach, speaking with more than 2,000 residents and tourists in Anacortes, Lopez, Orcas, San Juan, and Shaw islands, presenting information about reservations at libraries, community centers, farmers markets, fairs, grocery stores, and terminals. Working with the San Juan Islands Visitors Bureau, WSF staff delivered vehicle reservation information to hospitality businesses on Lopez, Orcas, and San Juan islands.

### MARKETING

Marketing materials announcing that reservations will soon be available for the San Juan Islands route included banners prominently displayed at Anacortes, Orcas, and Friday Harbor terminals and in downtown Anacortes; posters and brochures displayed on vessels and at terminal; videos played on vessels and terminals with video capability ; and text on all tollbooth receipts at all terminals. Publicity about vehicle reservation outreach events included flyers sent to San Juan Islands media contacts and postcards mailed to residents. More than 20 newspaper articles and blog posts about vehicle reservations were published between May and October.

## Public Outreach by the numbers:

**9 COMMUNITY MEETINGS**  
held in the San Juan Islands since 2011

**12 PARTNERSHIP MEETINGS**  
held between 2012 and 2014

**40+ DAYS OF OUTREACH**  
since July 2014

WSF staff spoke with  
**2,000+**  
RESIDENTS & TOURISTS

**20+ BLOG POSTS, NEWSPAPER ARTICLES**  
published between May and October 2014



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## Terminal Staff and Contract Agent Outreach: Vehicle Reservations Implementation

*Since late 2012, WSF has been meeting with terminal staff at Anacortes and contract agents on each of the four islands– Lopez, Orcas, San Juan Island and Shaw– to solicit ongoing input from them on their terminal’s operating plan and proposed decisions that impact their terminal, i.e. holding area layout, reservation lockdown, service disruption, and redemption process.*

### ANACORTES

Over the last two years, reservation implementation staff members have had four meetings with Anacortes Terminal supervisors and five meetings with Anacortes staff. Additionally, since 2012, a reservation representative has been assigned to work with the Anacortes terminal on a regular basis, to disseminate information to supervisors and staff and solicit ongoing input.

### SAN JUAN ISLANDS

Over the last two years, reservation implementation staff members have met with each island’s contract agents a minimum of six times since 2012. All contract agents are invited to participate at San Juan Islands community partnerships events and they have attended when there are discussions around their specific terminal.

### Staff Outreach by the numbers:

SINCE 2012:

**9 ANACORTES TERMINAL MEETINGS**

4 with supervisors  
5 with staff

**6 VISITS**

to each Island’s contract agent

**12 COMMUNITY PARTNERSHIP MEETINGS**

were attended by Terminal operations staff and contract agents

## UPCOMING COMMUNITY AND STAFF OUTREACH

Many community outreach events are planned for November and December, including presentations to community groups on all four islands. Terminal staff and contract agents will have more opportunity to learn about vehicle reservations during training sessions that are scheduled for November and December.