

# Bremerton Fast Ferry Update



May 11, 2019

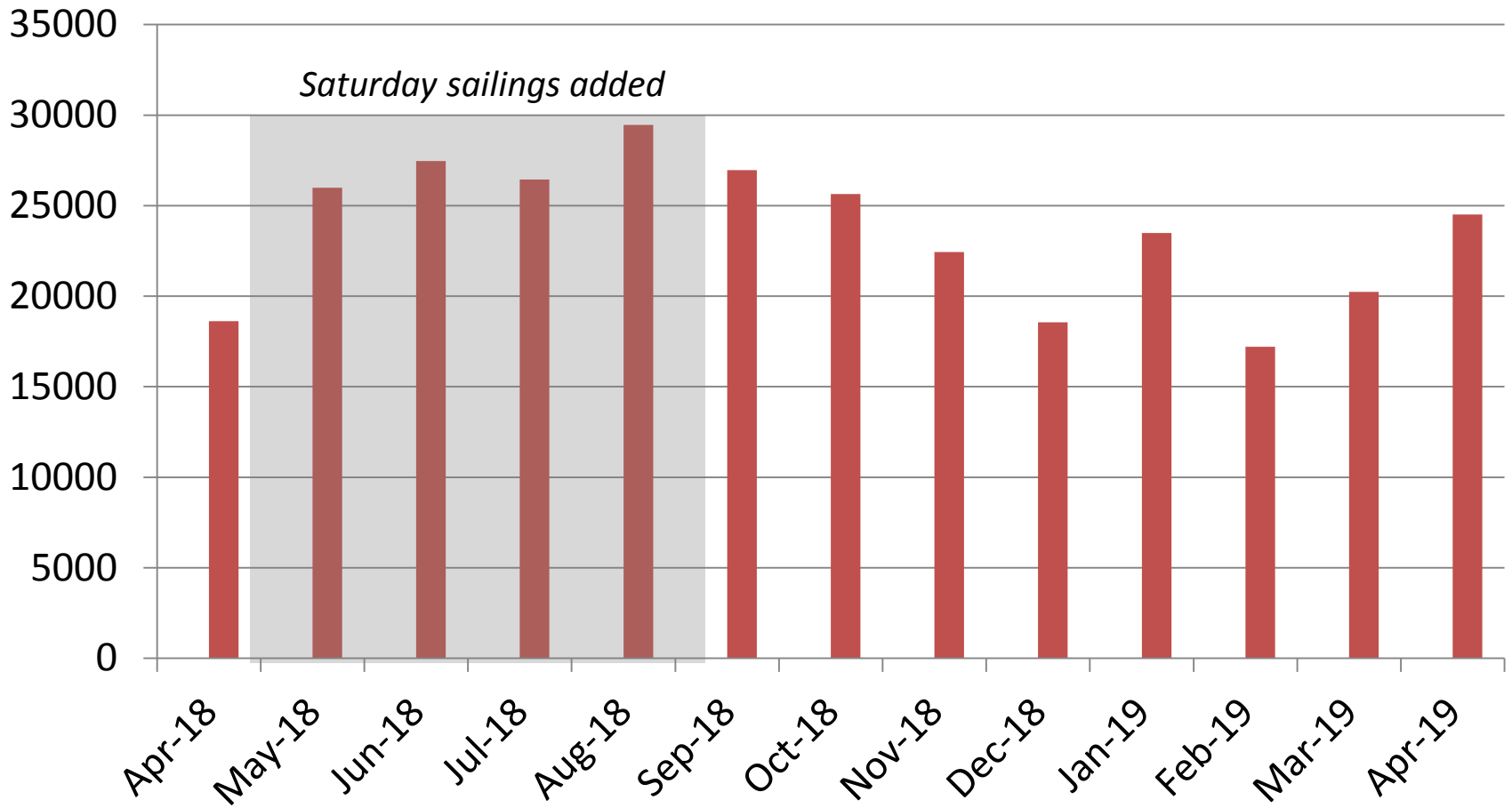
Kitsap Conference Center

# AGENDA

- Update: Ridership, Capacity, Reservations
- Discussion Topics
- Post ideas on boards, rank topics
- Break
- Group discussion
- Fill out evaluation
- Adjourn at Noon

# Ridership Trend: Up

97 percent service reliability over last 12 months

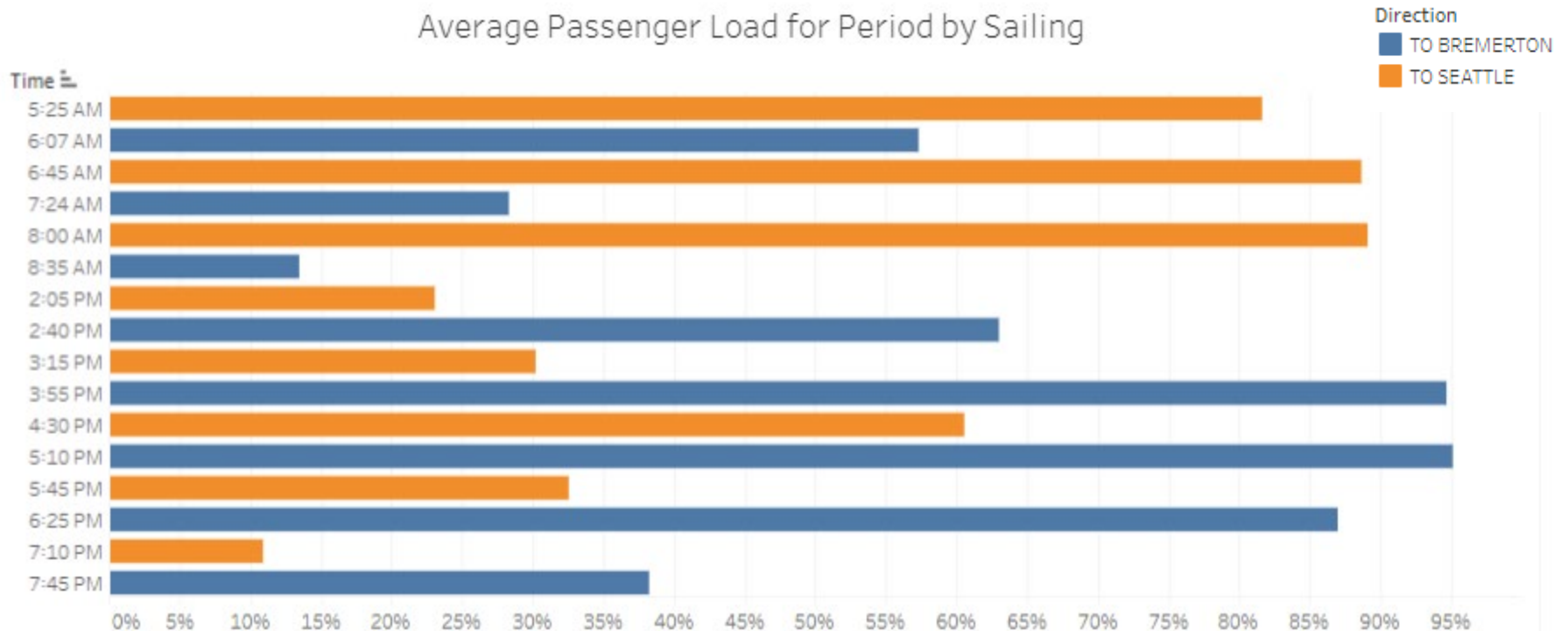


NOTE: Cancellations in December (12), February (21), and March (38) impacted ridership.

# Capacity Trend: It Depends



Average Passenger Load for Period by Sailing

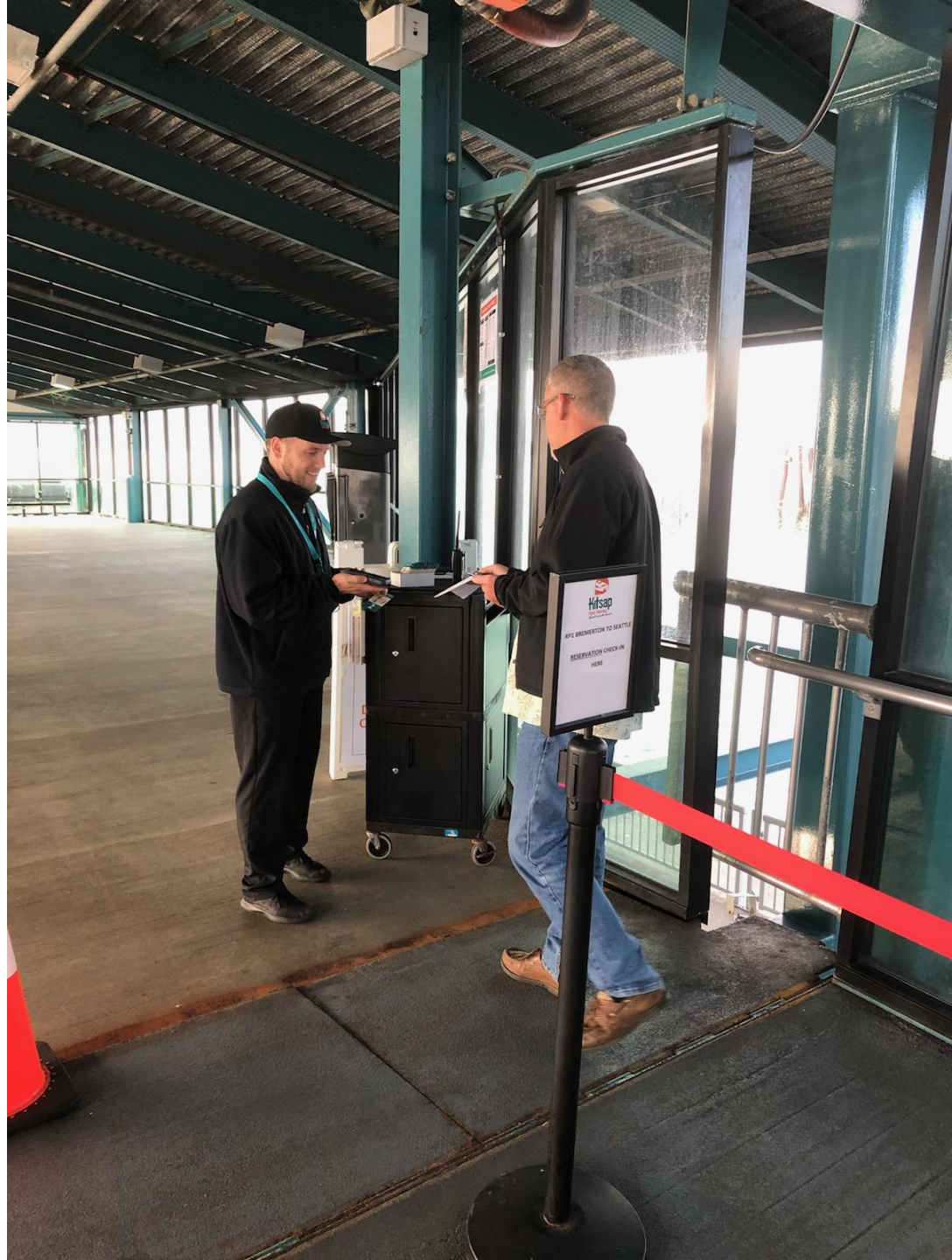


# Arrival of Two RP-Class Vessels

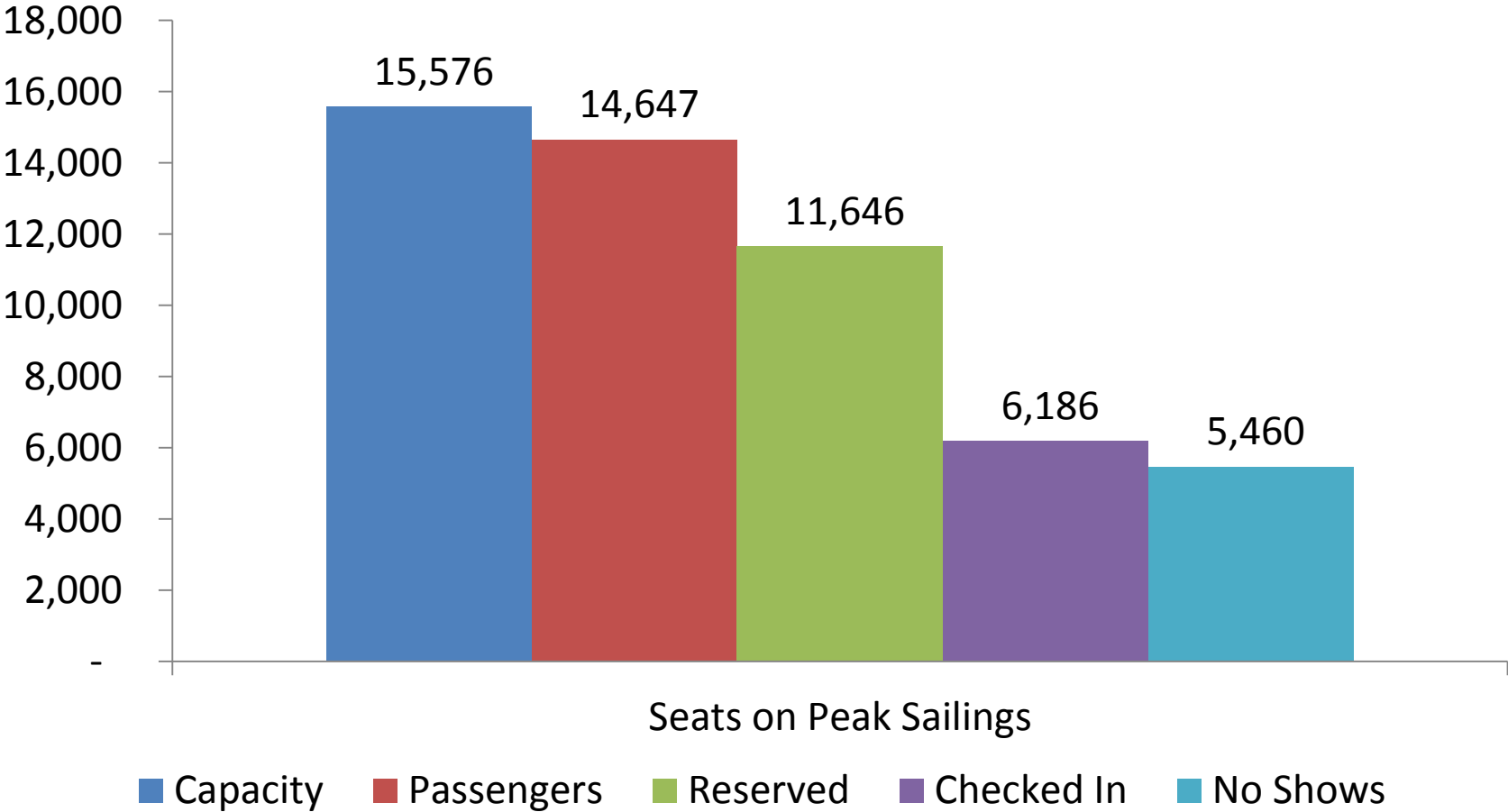
- **May/June:**
  - Reliance becomes primary vessel
  - RP1 becomes backup vessel
- **This Summer:**
  - Lady Swift arrives
  - RP1 taken out of service for heavy maintenance
- **Summer/Fall:**
  - RP1 returns from shipyard; crews hired/trained
  - Two-boat test operation commences

# Reservations

- 88 per sailing (75% vessel capacity)
- Starting on first business day of month, you can book trips up to 60 days out
- Limit of two trips (one roundtrip) a day per account
- 440 users compete for 264 slots each month
- Bottom line: Demand exceeds supply



# Despite Demand, Seats Left Empty



April 2019 data

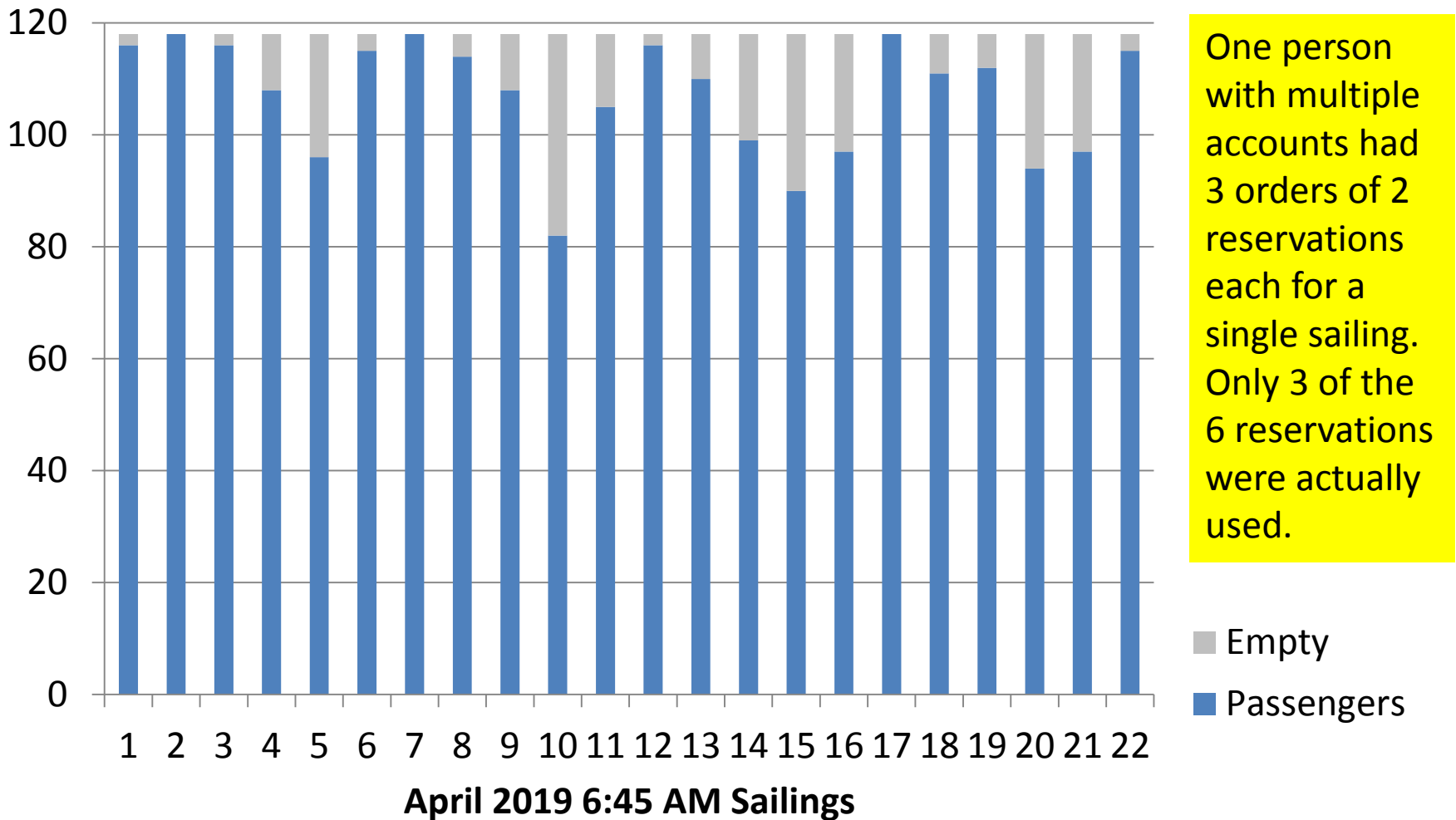
# April 2019

## RESERVATION REDEMPTIONS

SAILING	PASSENGERS (AVERAGE)	RESERVED (AVERAGE)	NO-SHOWS (AVERAGE)	EMPTY SEATS (AVERAGE)
5:25 AM	103	87	44	15
6:45 AM	107	88	33	11
8:00 AM	113	88	41	7
3:55 PM	117	88	41	1
5:10 PM	118	88	35	0
6:25 PM	109	88	53	10



# 241 Empty Seats on 6:45 AM Sailings with Fully Booked Reservation Blocks



# No-Show Rates Not Improving

SAILING	AUGUST 2018 (Manually validated)	APRIL 2019 (Not manually validated)
5:25 AM	44%	51%
6:45 AM	40%	38%
8:00 AM	44%	47%
3:55 PM	41%	47%
5:10 PM	34%	40%
6:25 PM	46%	60%

# We asked you

*If you book a reservation and then are a no show you [should] get charged for it – it would only take one or two times before people would start releasing their reservations so those of us needing one can get one and not be stressed on how to get home.*

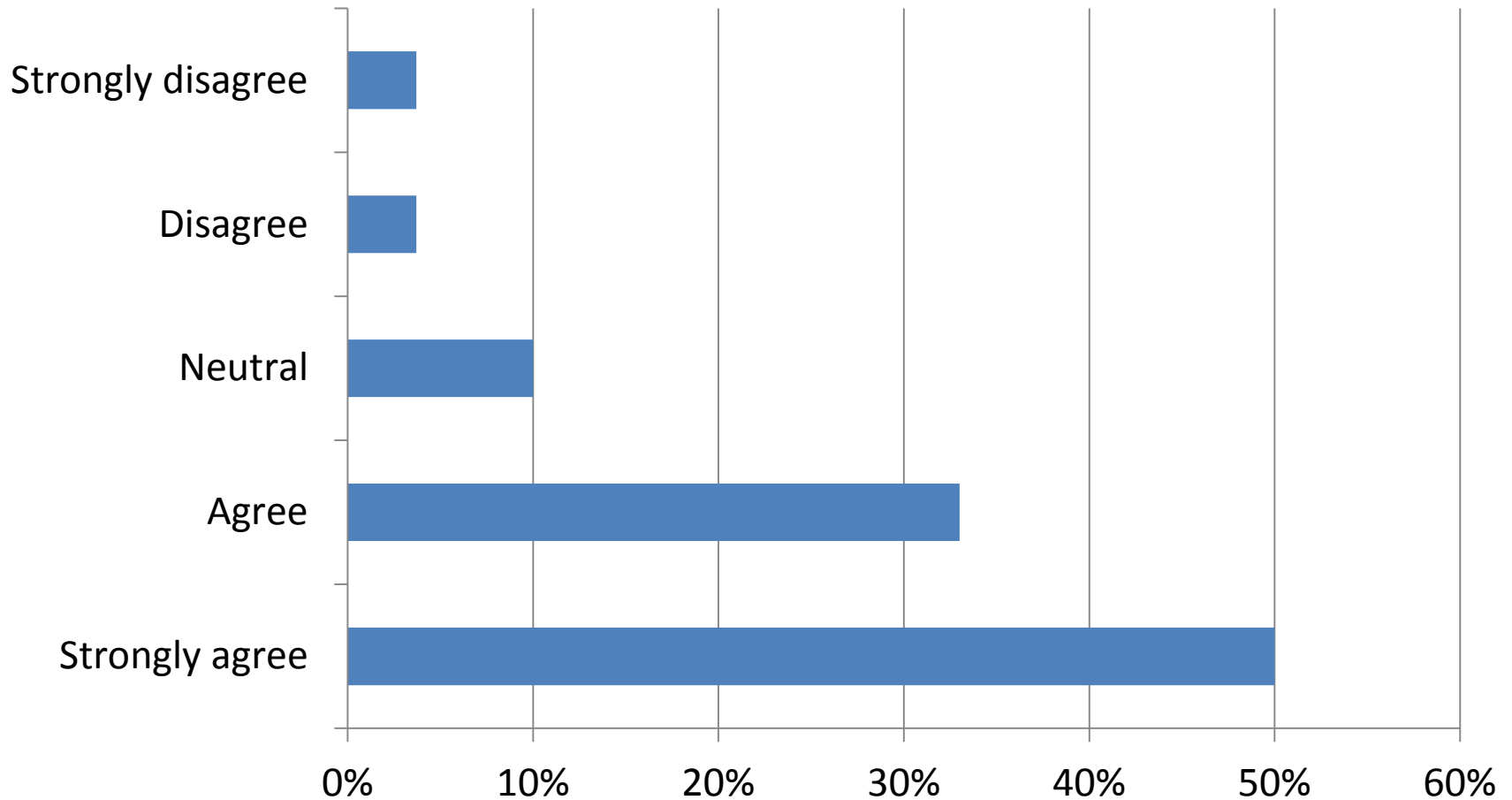
*Only allow 1 seat reservation per trip... Entire cliques make reservations for each other, but then they don't cancel once they realize that not all reservations are actually needed/used.*

*The reservation system is terrible and cannot handle the load.*

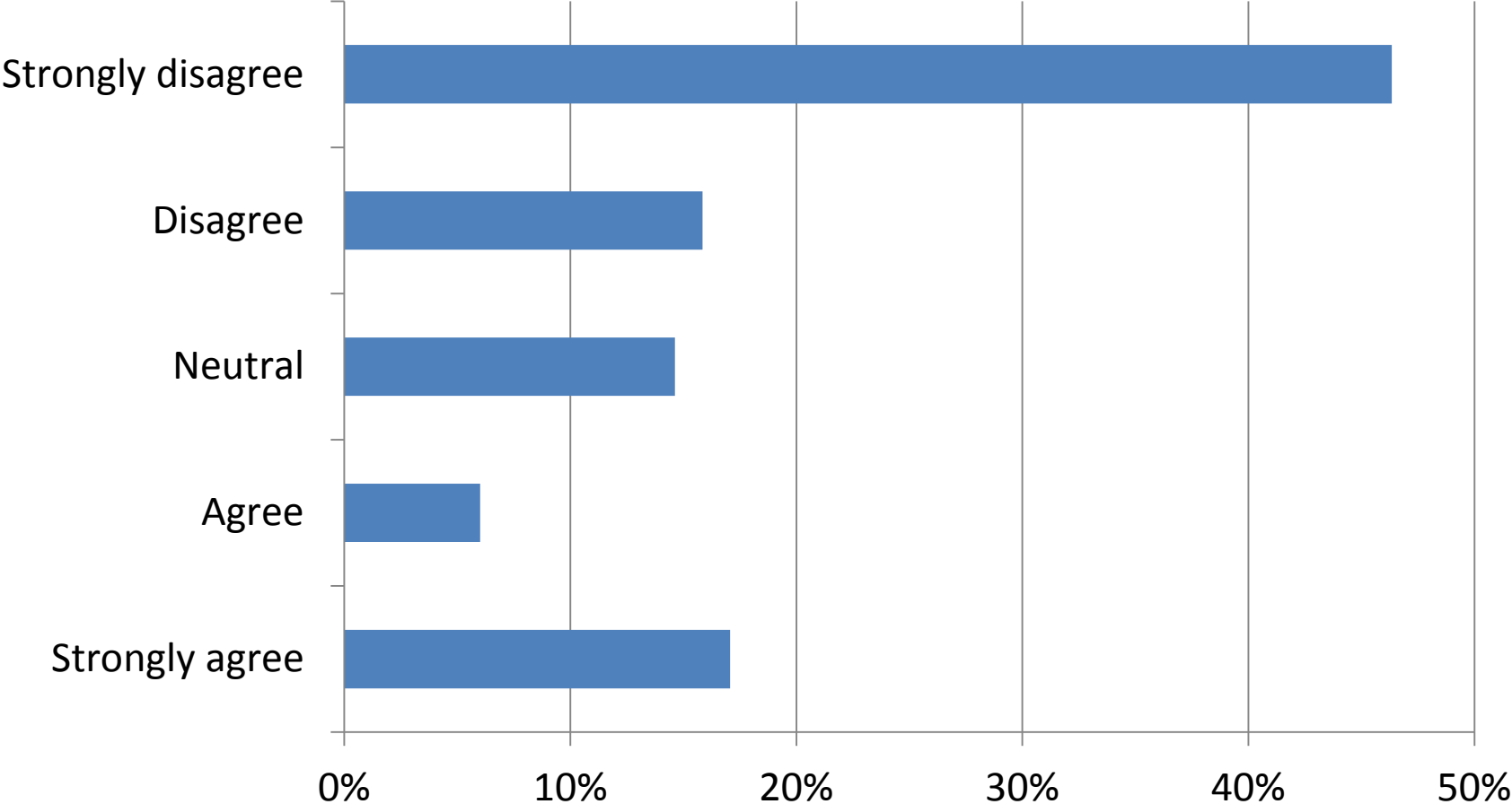
*All reservations filled in few minutes. I would rather see less reservations and more walk-in tickets/rider availability.*

*It would hold value if people had to pay to reserve. By not making people pay, they are not committed to that ride.*

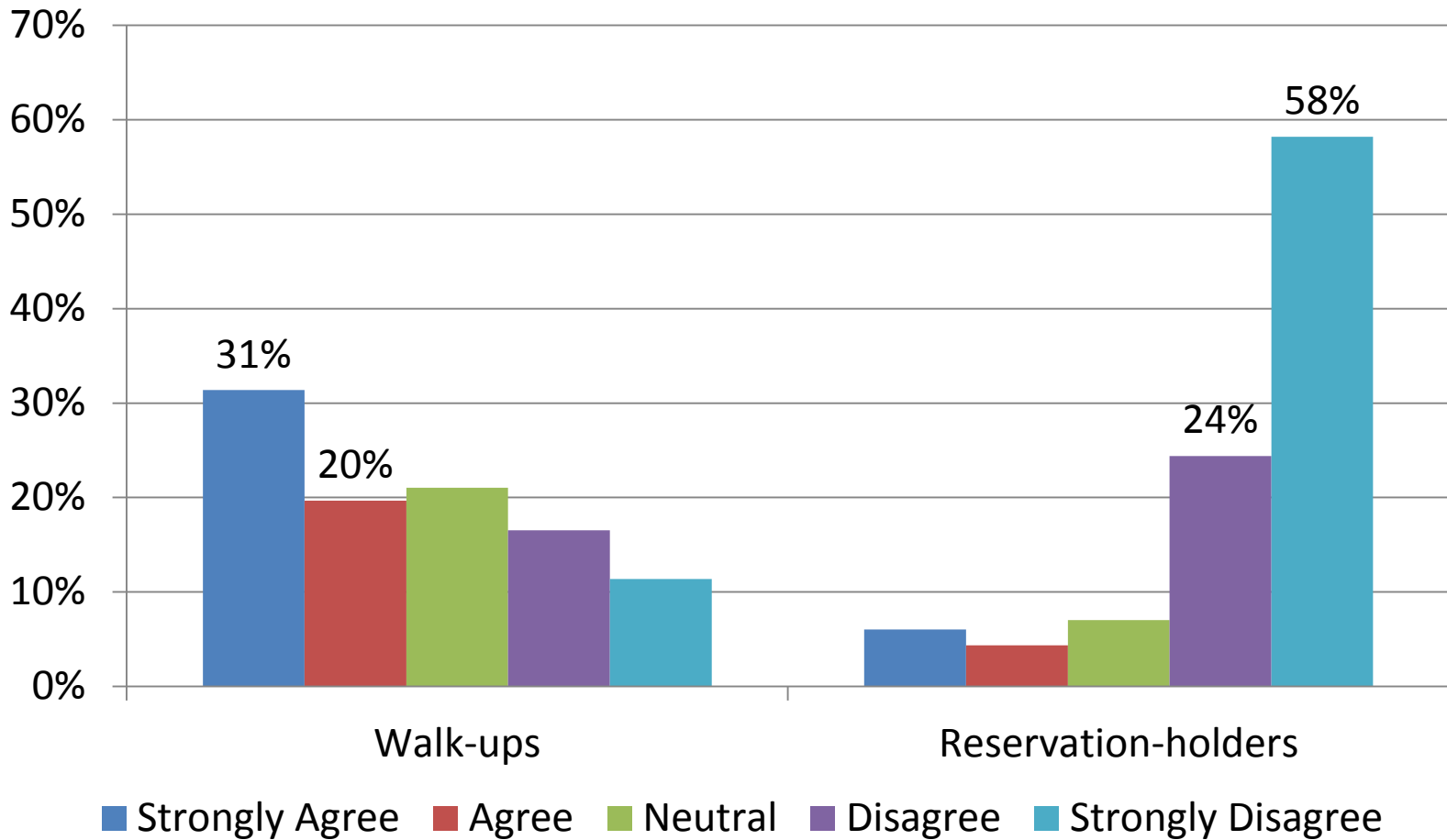
# Cancel Less Than 2 Hours Before Sailing



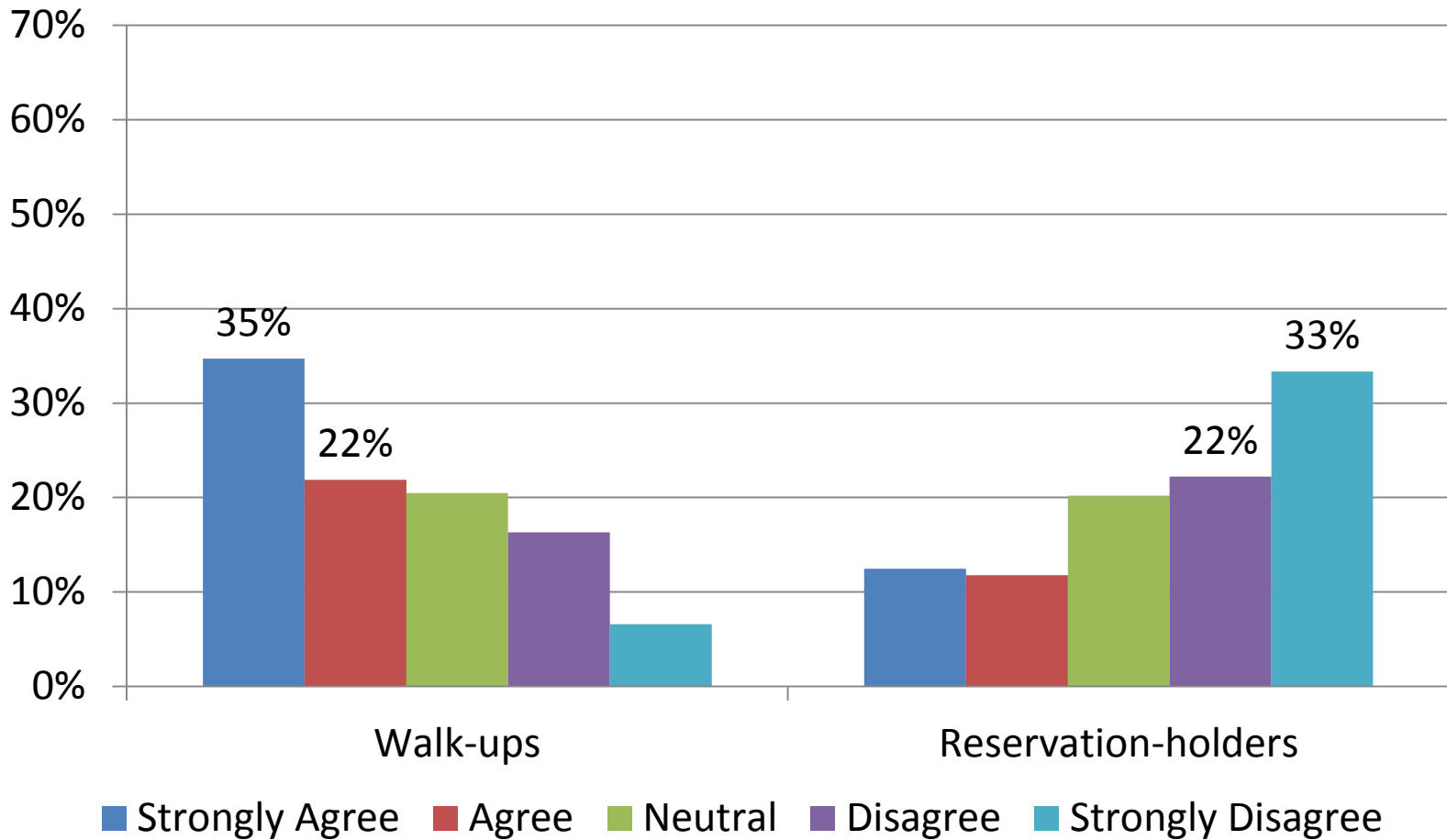
# Charge a Convenience Fee Per Trip



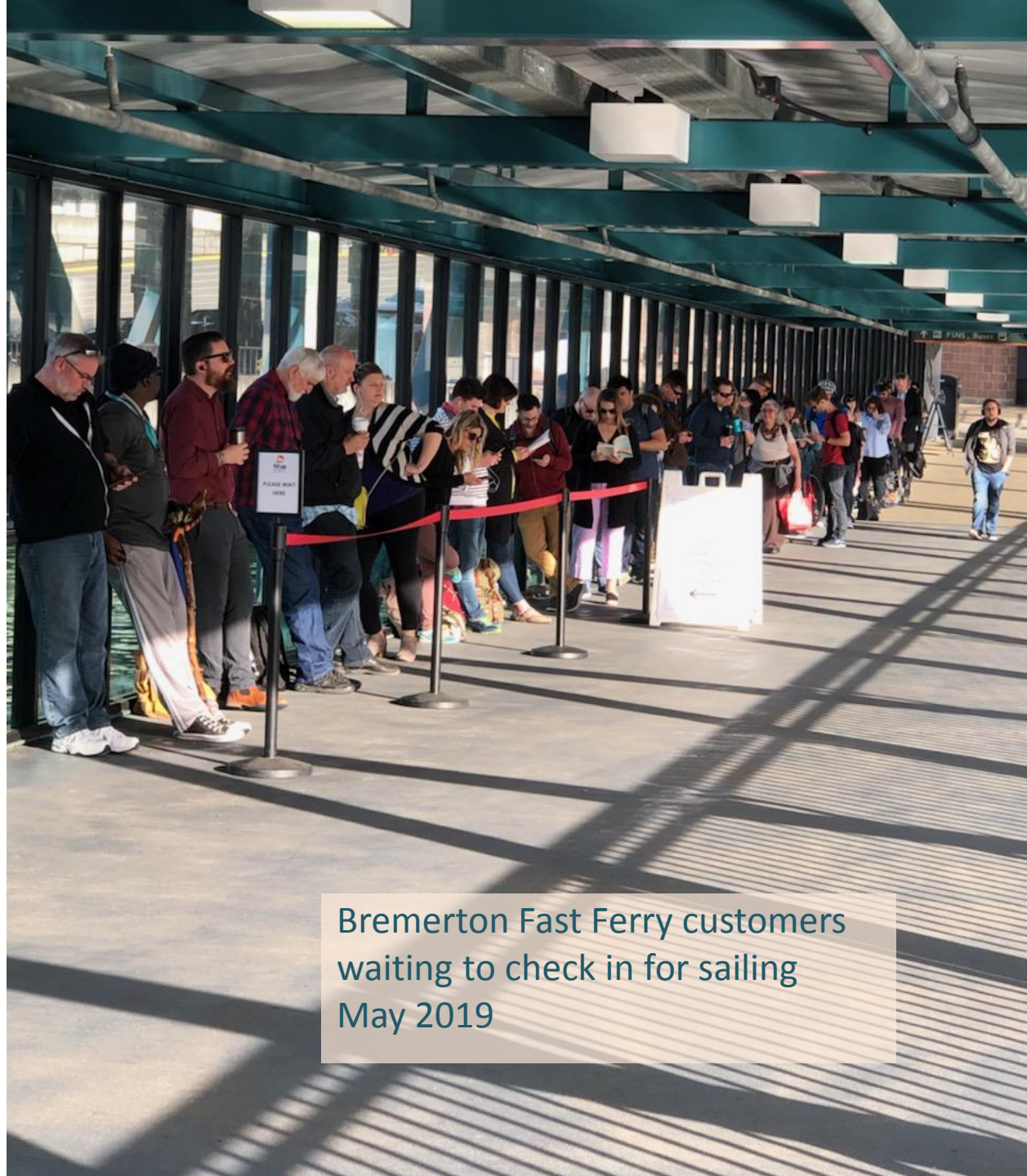
# Scenario 1: Discontinue Reservations



# Scenario 2: Discontinue Reservations After Second Boat Added to Route



How do we  
make the  
system  
work  
better for  
everyone?



Bremerton Fast Ferry customers  
waiting to check in for sailing  
May 2019



# Reservation System Evaluation

- The fundamental problem – a shortage of seats on peak sailings – can't be solved by reservations technology
- Technical improvements may improve user experience but won't result in more people getting the reservations they want
- Changes to process won't make *more* people happy – they will make *different* people happy

# Off-the-shelf systems don't fit

- Ticketing systems (movies, museums, amusement parks) are designed for one or multiple tickets to a *single, non-recurring event* and may not have specific times
- Reservations systems (airlines, sporting events, restaurants) are for specific events at specific times
- We could not find *recurring* reservation systems that matched Kitsap Transit's needs

# Convenience Fee: Why?

- A convenience fee recognizes that the reservation is a benefit that has real value
- There are downsides to a penalty imposed after a no-show:
  - Legal risks of holding credit card data
  - Non-payment risk of taking cards and charging them later, only to discover the cards are invalid
  - Operational risk if a passenger is not checked in and gets charged a penalty fee by the system

# How do we improve the system?

- **Allocation of Reservations:** Should they be allocated in a different fashion, and if so, how?
- **Convenience Fee:** What is a guarantee of a seat on the fast ferry worth?
- **Cancellation Window:** What do you think is the “best” cutoff time for allowing users to cancel a reservation?
- **Penalizing No-Shows:** How should KT identify and penalize no-shows given how easy it is to “hide” your identity?
- **No Reservations:** Should KT experiment with running service without reservations, especially once additional vessels go into service?
- **Reservation Software:** Should KT change to a different software vendor?