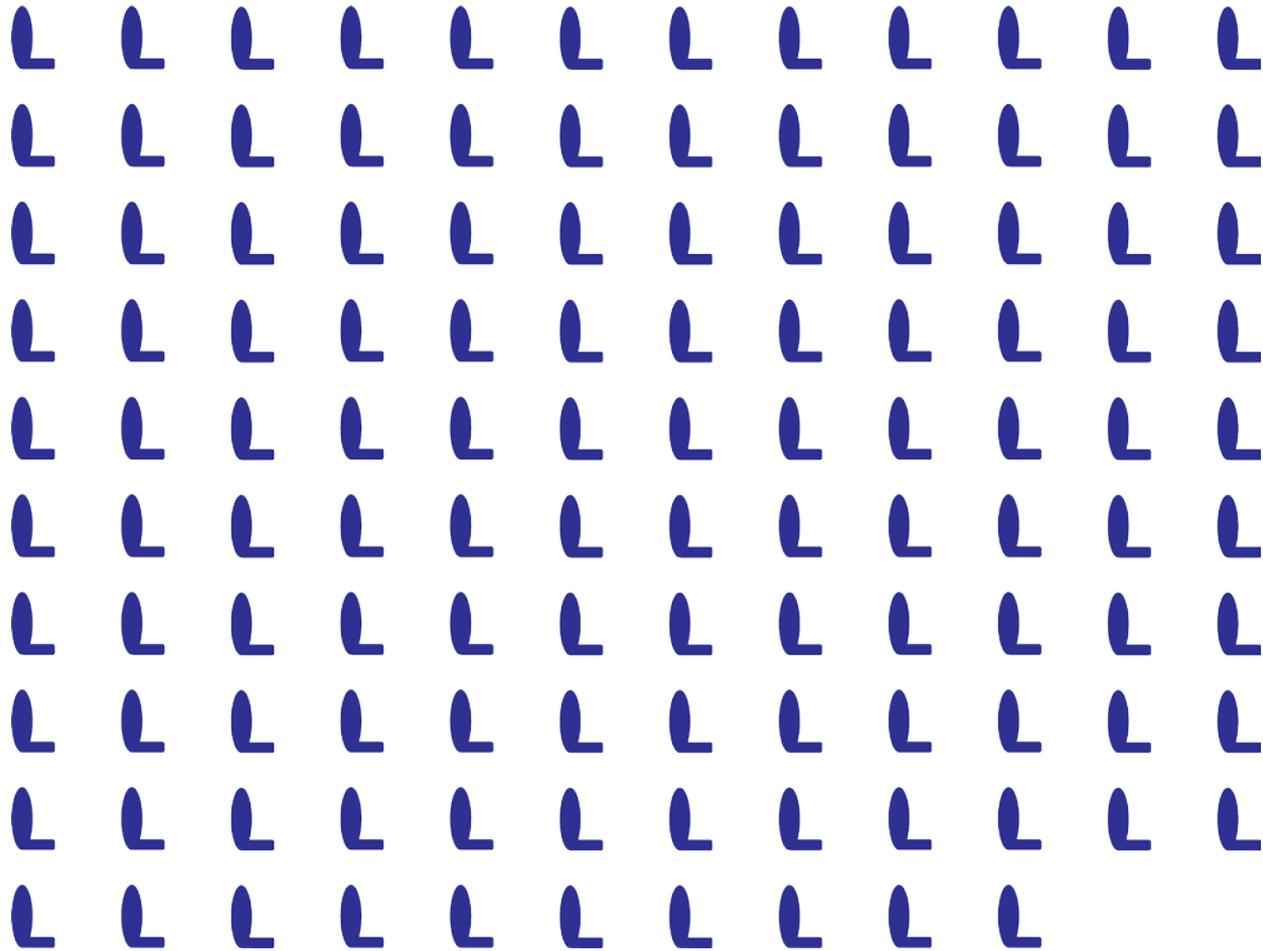


Fast Ferry Reservation Survey Results

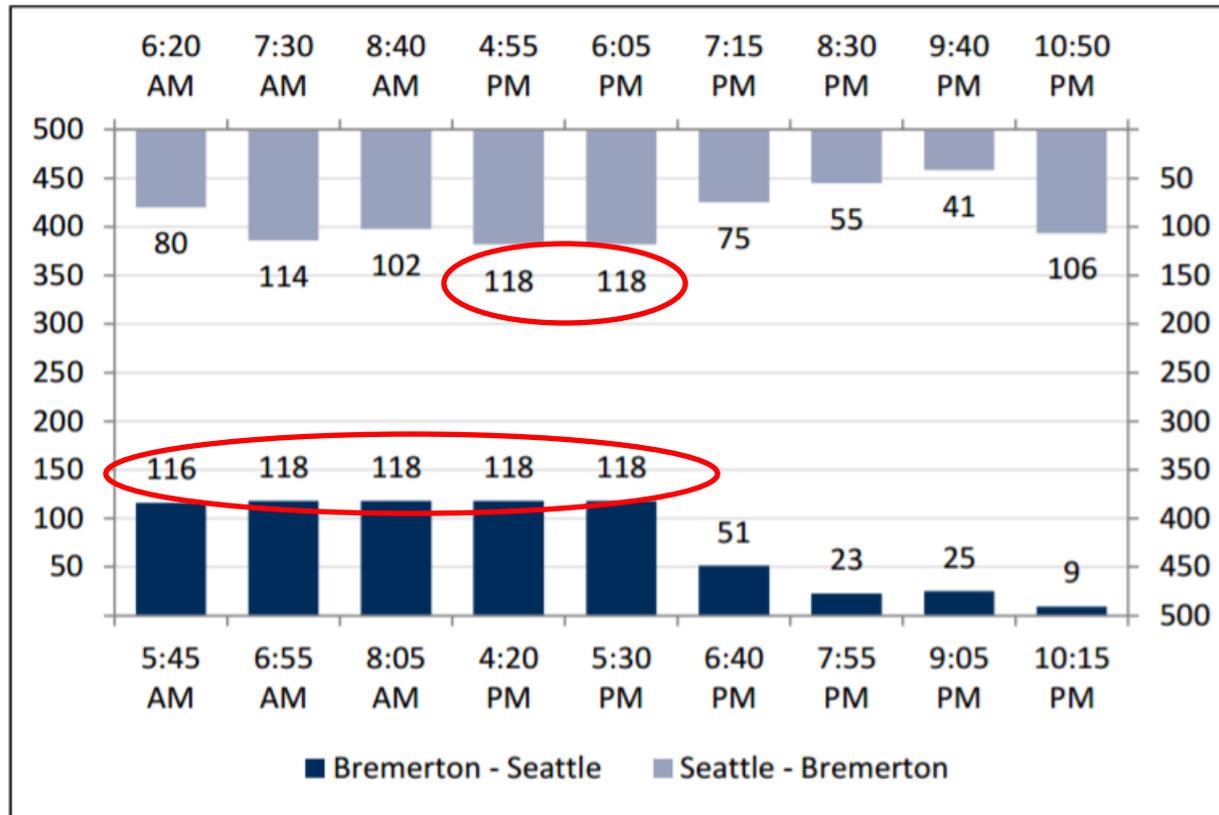
February 2017



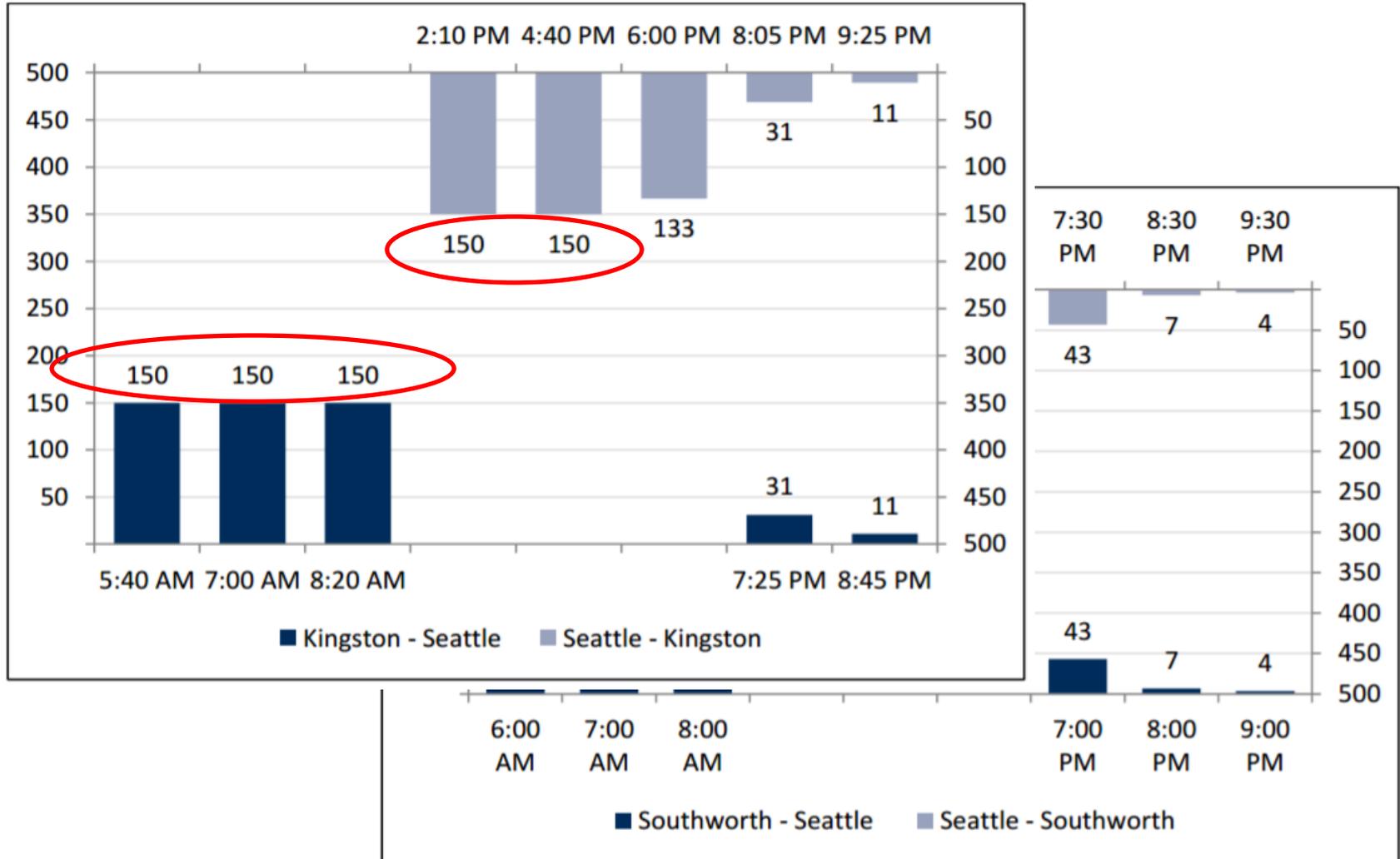
Who needs a reservation system?



Ridership model shows capacity filled on Bremerton-Seattle route



Maybe in Kingston, Southworth too

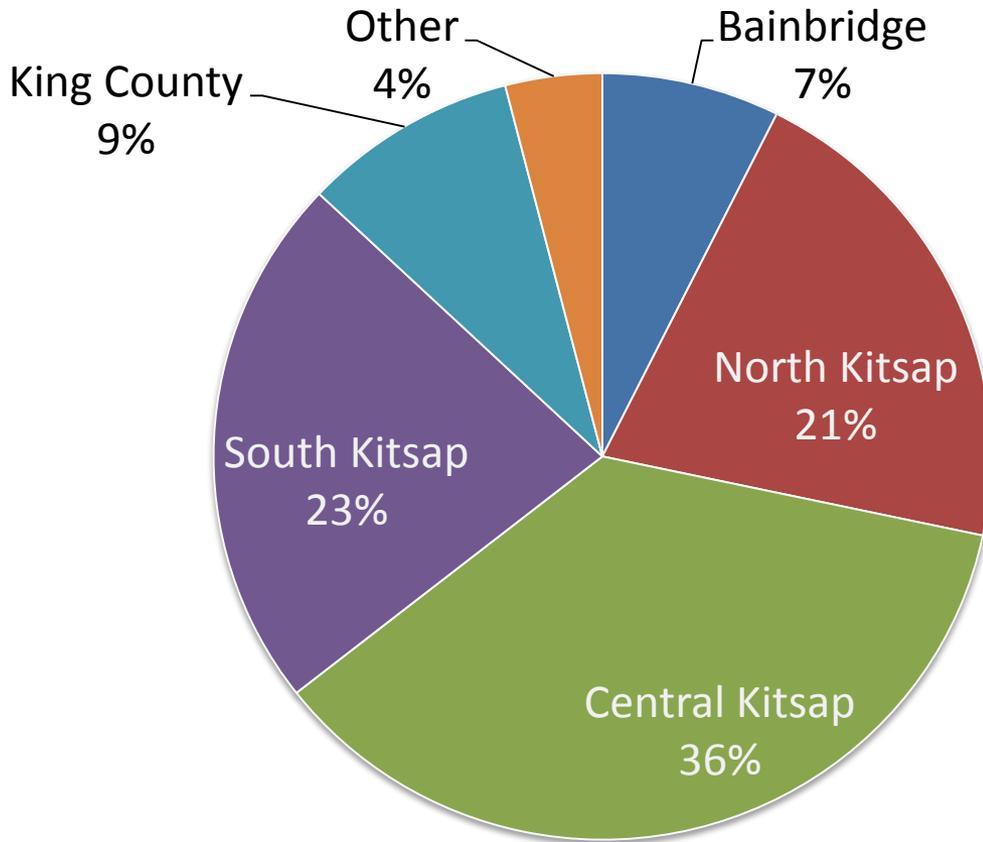


Survey background

- Survey designed to measure public opinion on different aspects of a reservations system
- Conducted January 12 to January 25
- 100% responses from online survey, though paper copies were available on demand



Respondents: Where they live

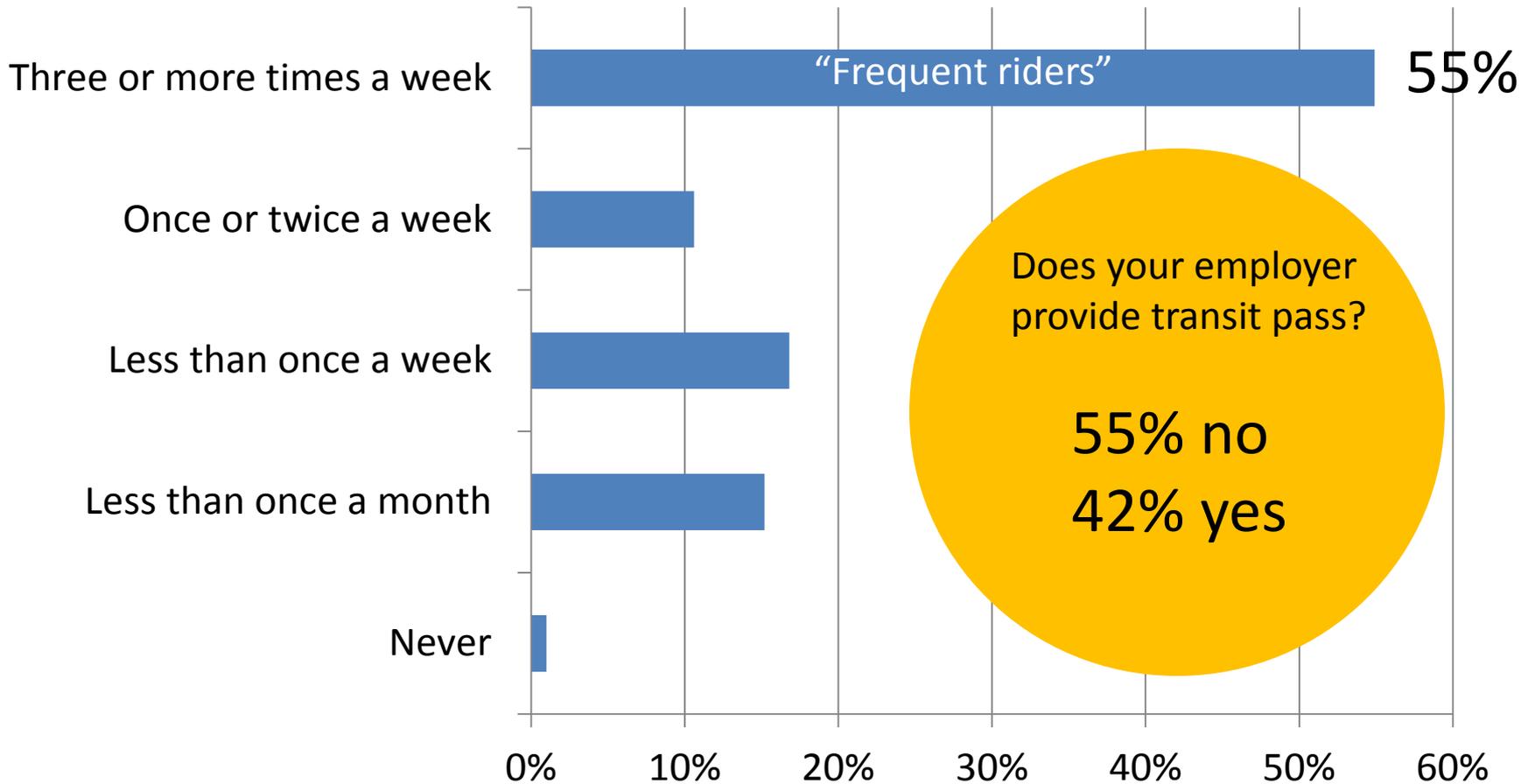


Other (N=31):

Pierce	10
Mason	9
Jefferson	6
Skagit	3
Snohomish	2
Clallam	1

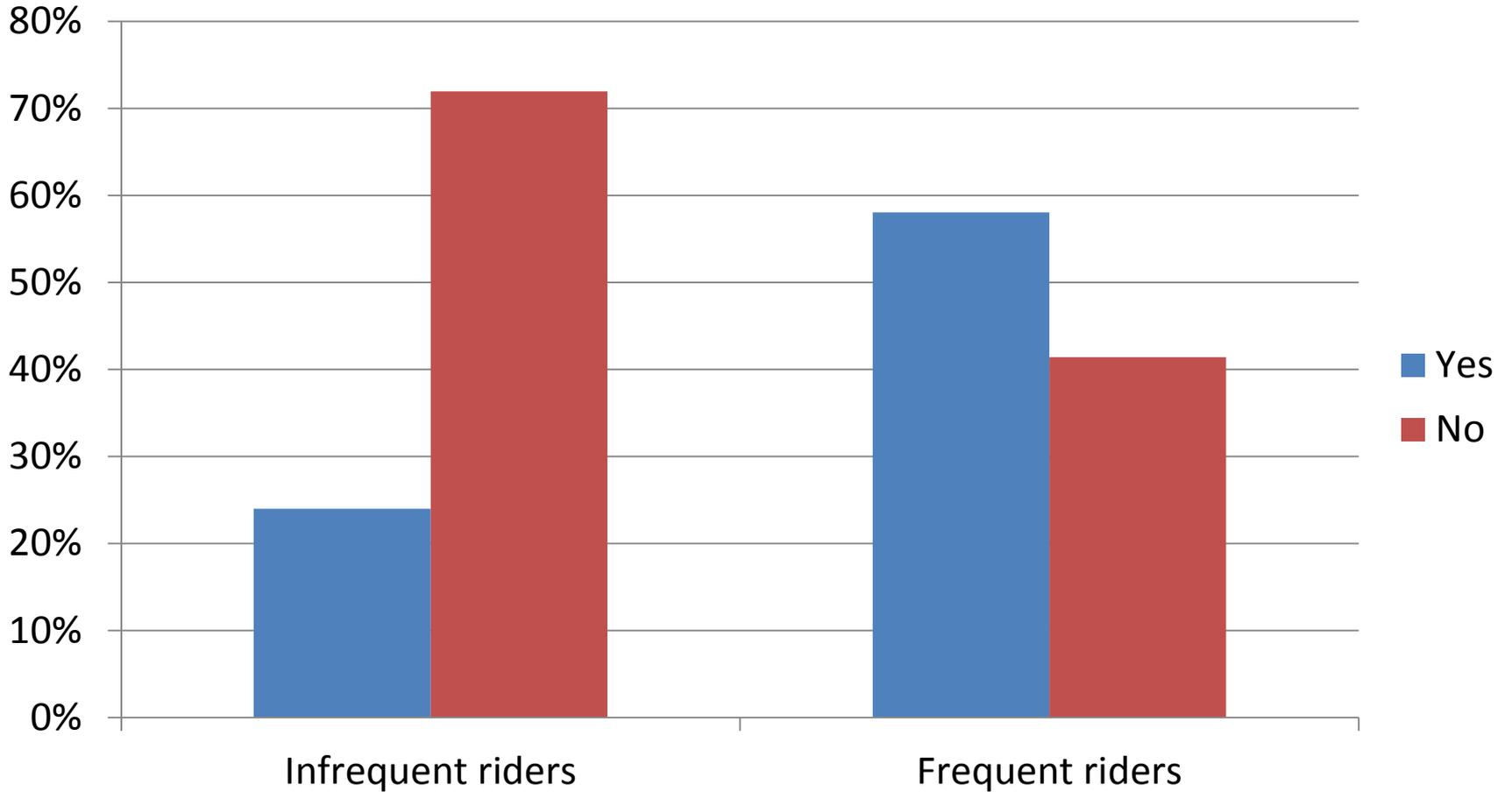
N= 771

Respondents: Current ferry usage

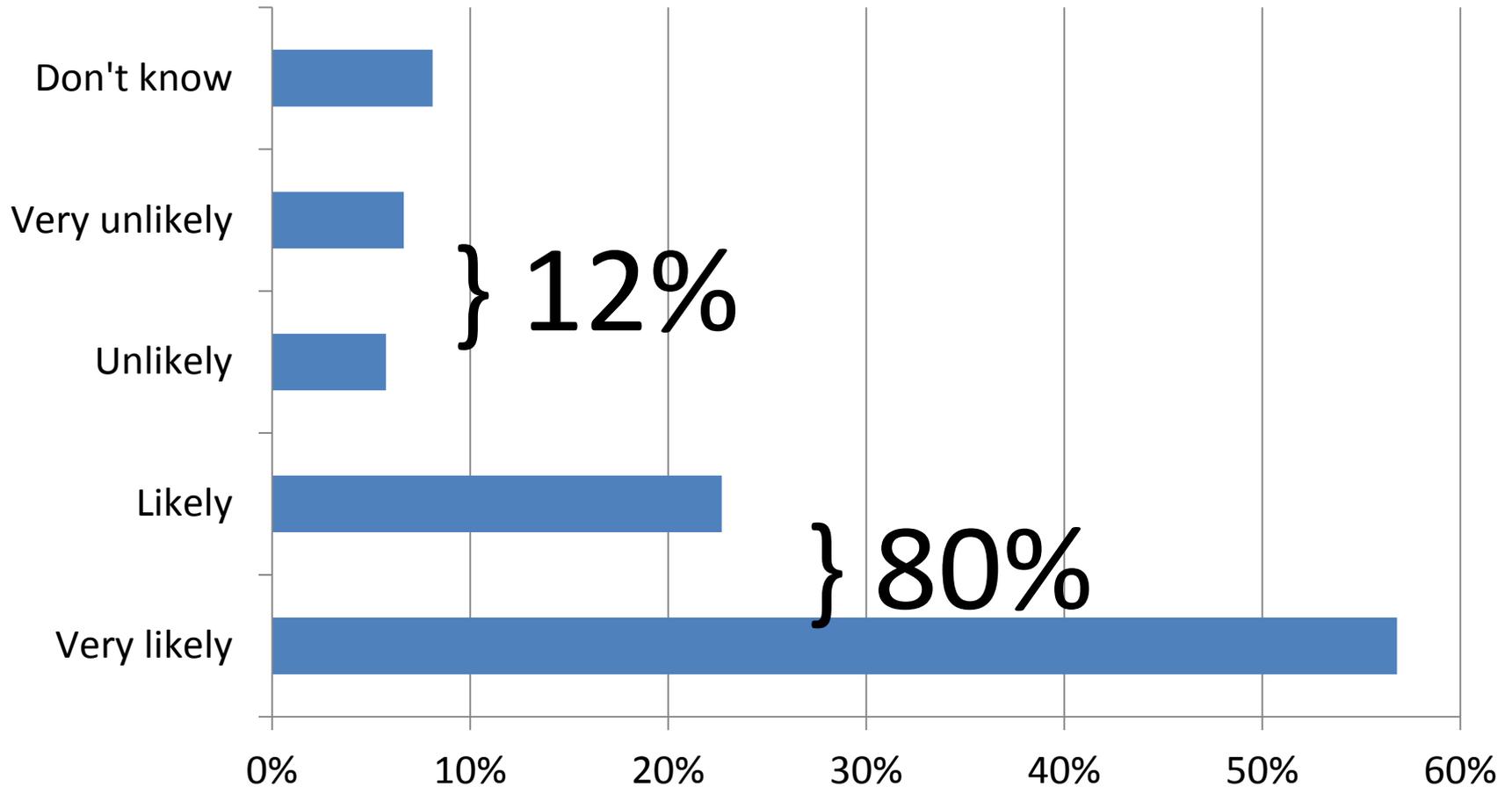


N= 668

Employer provides transit pass

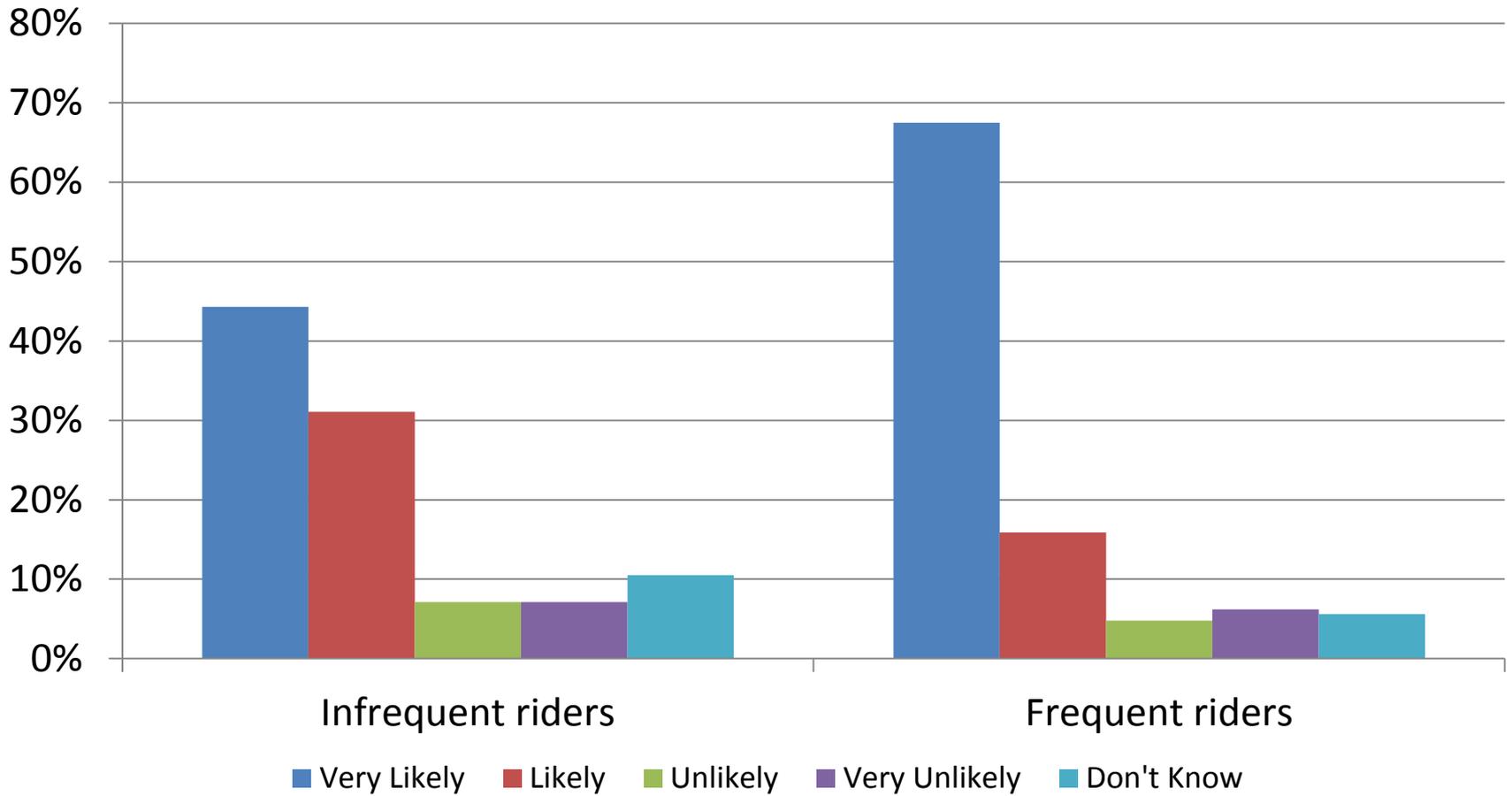


Likelihood of riding fast-ferry



N= 678

Likelihood of riding fast ferry



Reservation policy preferences

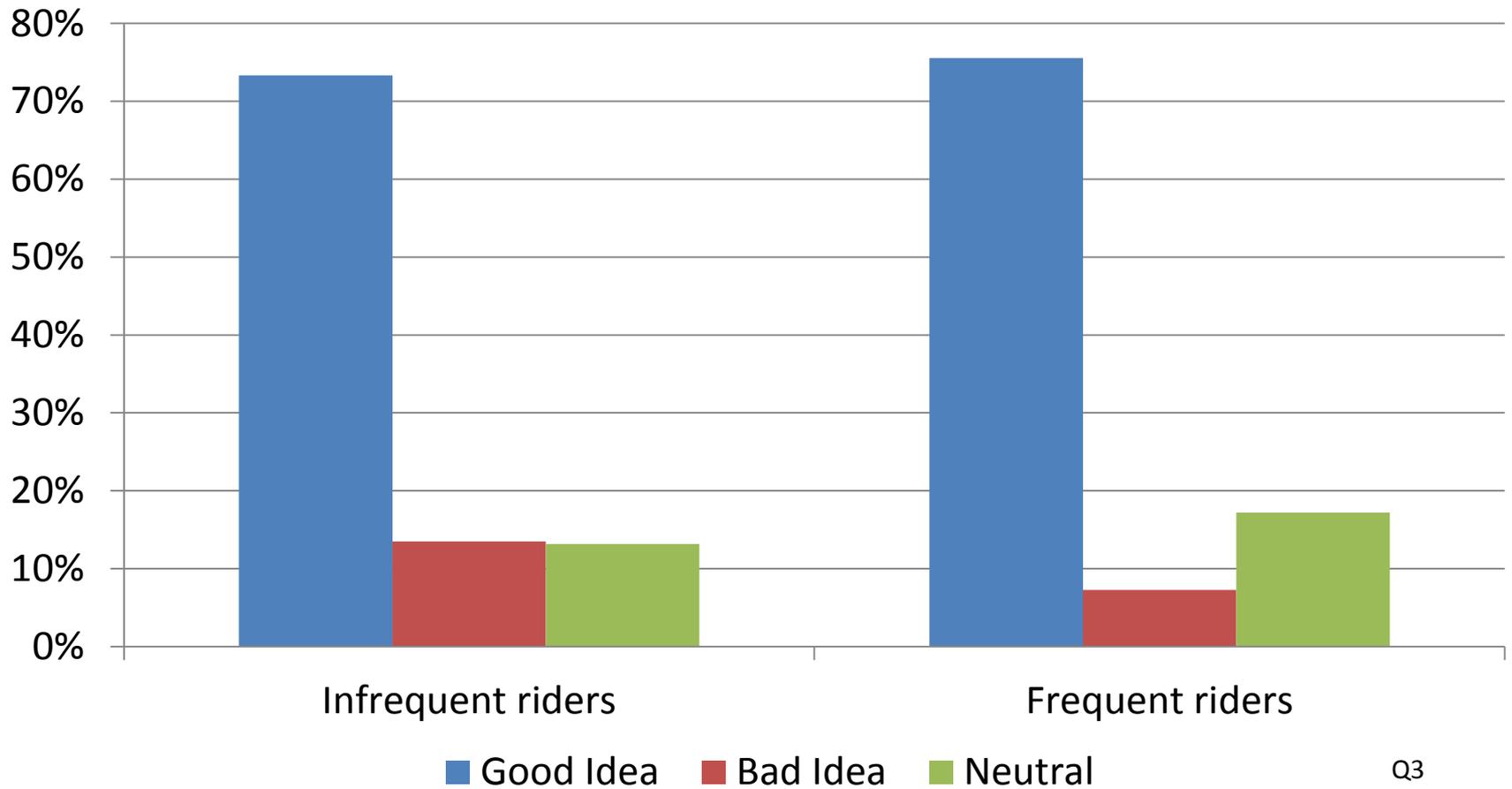
- When reservations would be required
- How reservations would be taken
- How many seats would be reserved on vessel
- Who could make reservations
- Cancellations and redemptions
- How customers would pay their fare
- Benefits and drawbacks of reservation system

Areas of Consensus

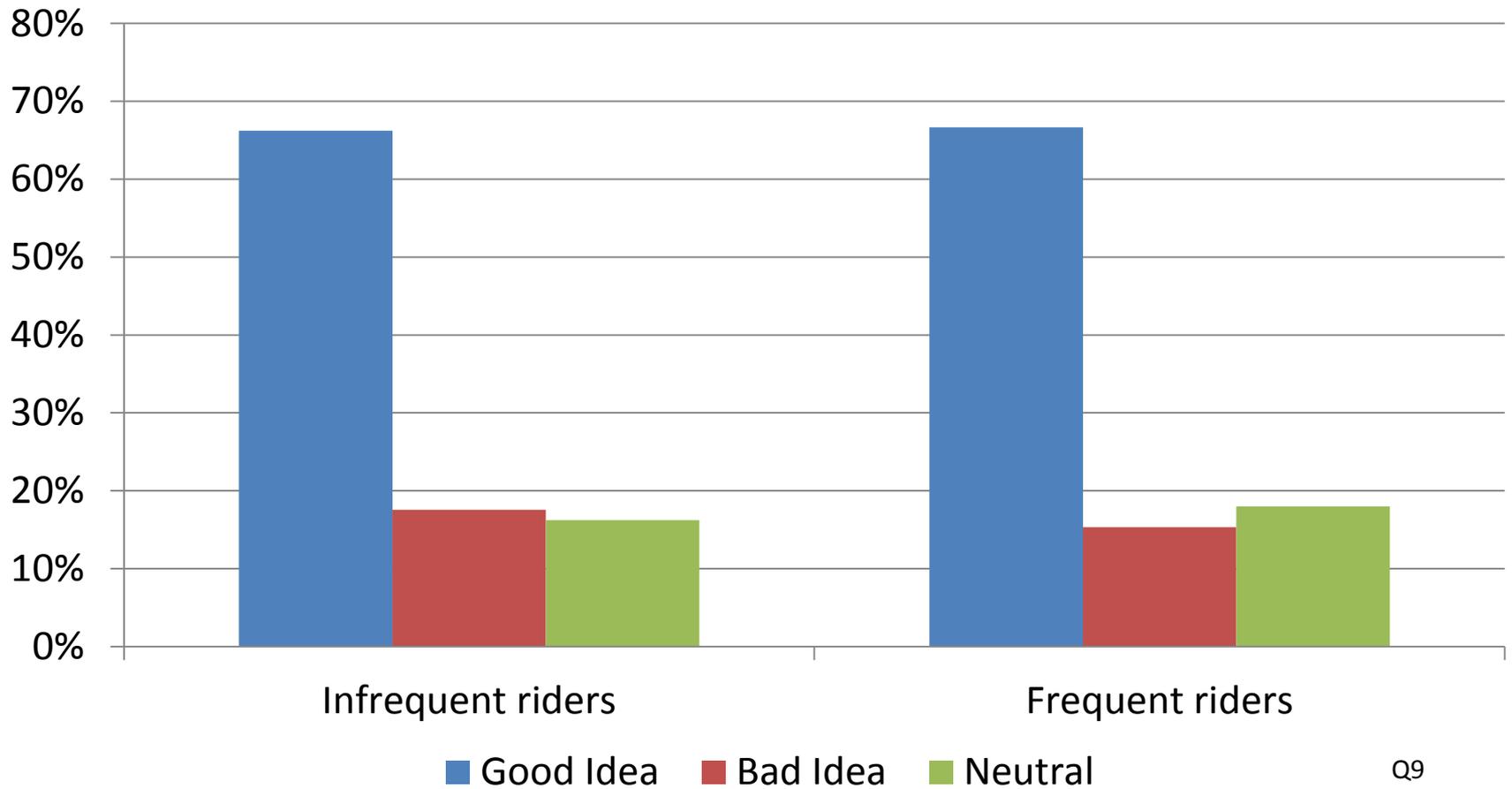
Frequent and infrequent cross-sound ferry riders generally agree on these policies

Policy	Very Good or Good Idea (%)	Very Bad or Bad Idea (%)
Take reservations by phone, website, or mobile app	74%	10%
Unredeemed reservations released to walk ups 5 min before sailing	66%	17%
Reservations offered during commute periods (Monday-Friday)	55%	17%
Riders with 3 unredeemed reservations over 30 days are blocked	51%	27%
75% of seats would be booked in advance and 25% for walk-ups	49%	21%
Reservations could be made up to four weeks in advance	48%	23%
Cancelled reservations <2 hours prior to scheduled trip unredeemed	46%	25%

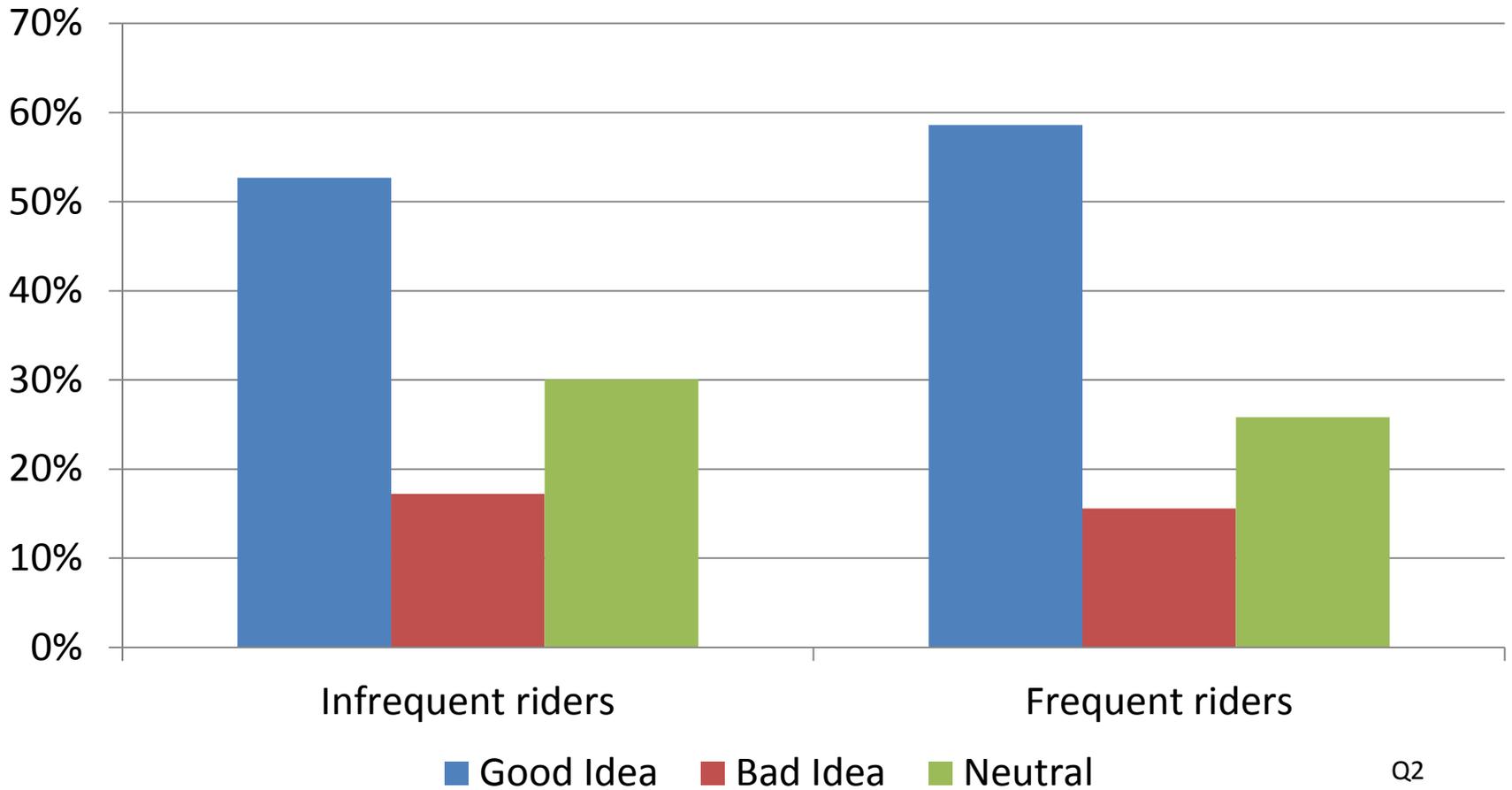
Reservations taken by phone, website, mobile app



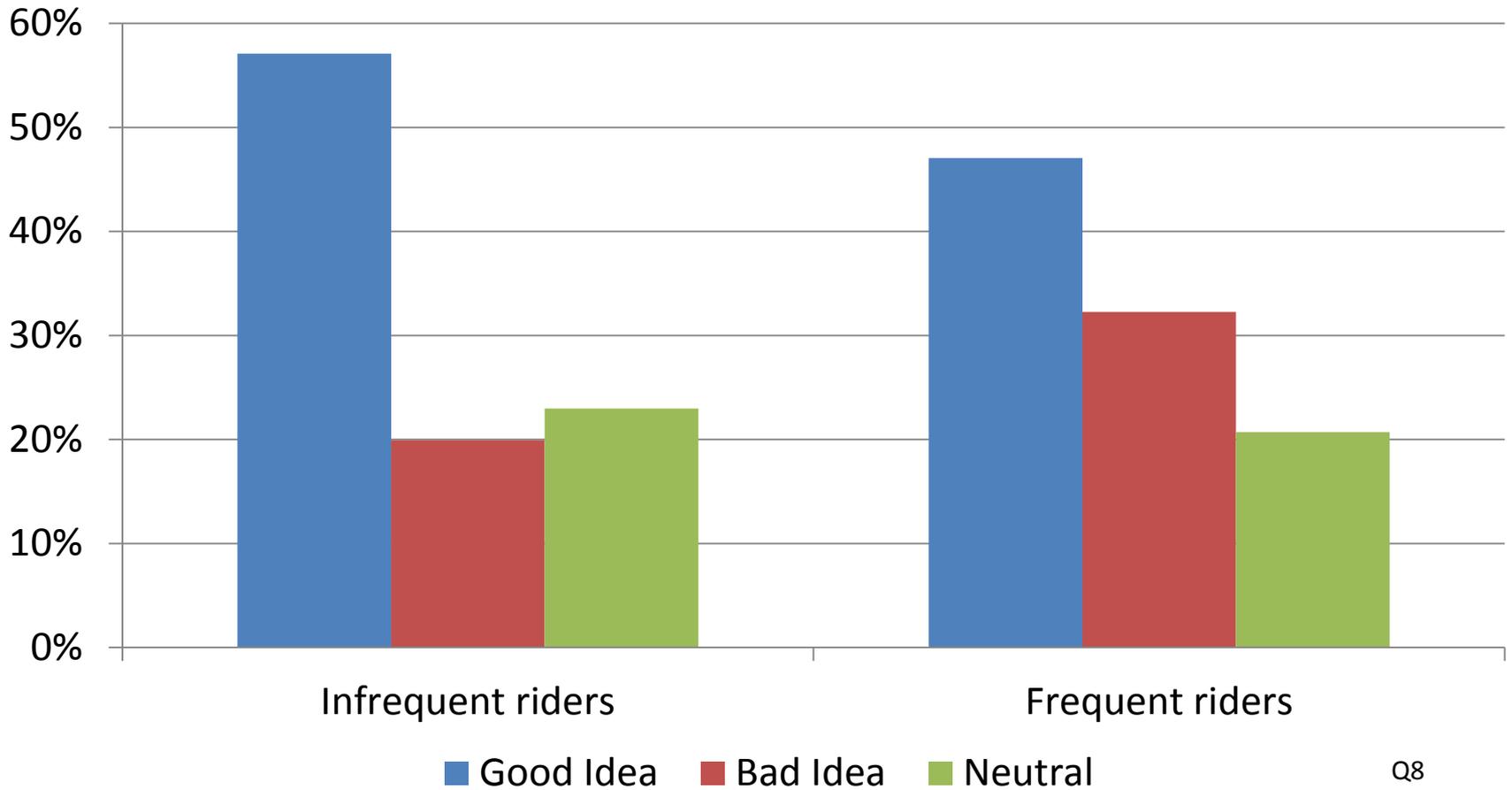
Unredeemed reservations released 5 min before scheduled sailing time



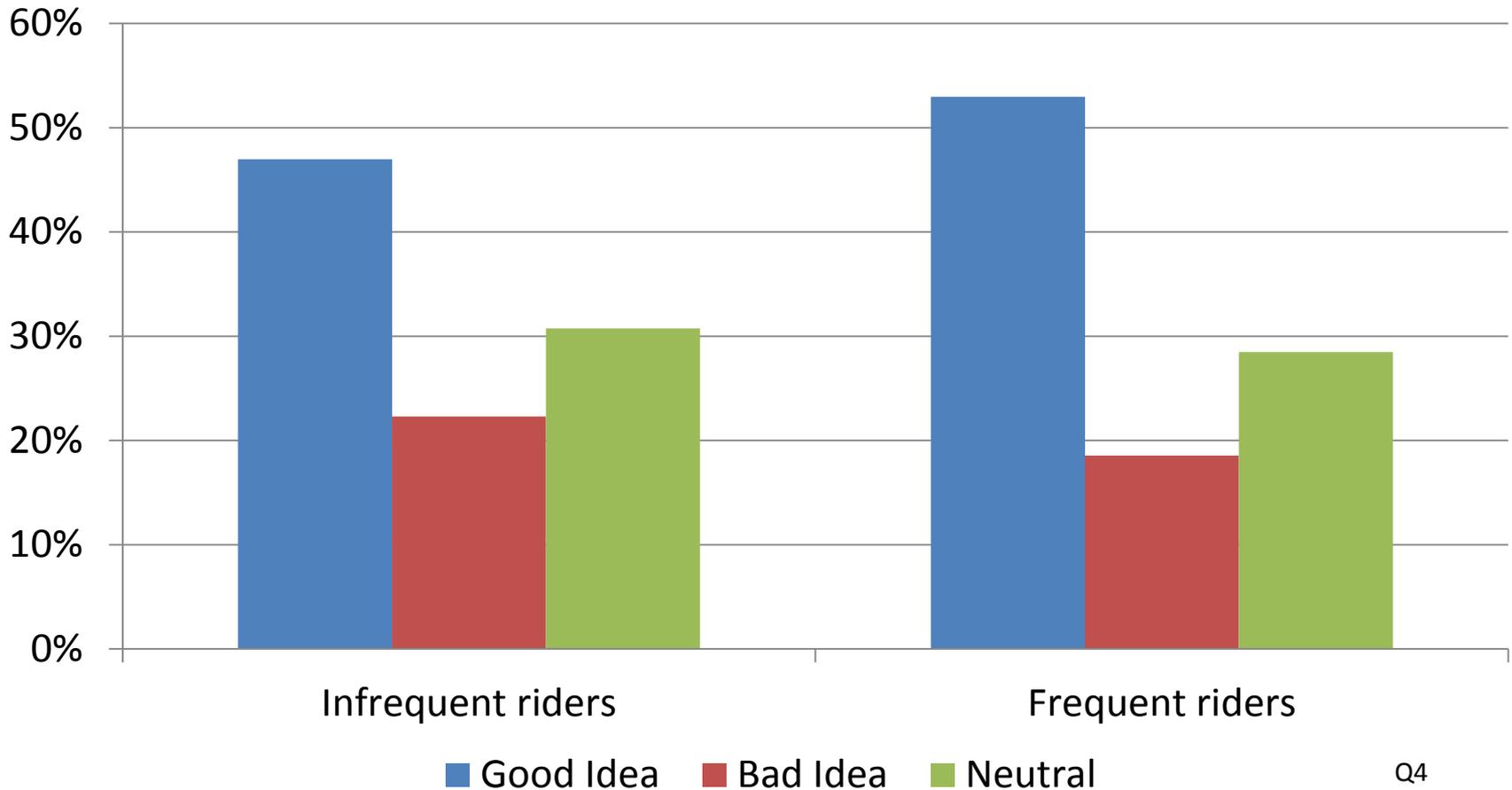
Reservations during commute periods



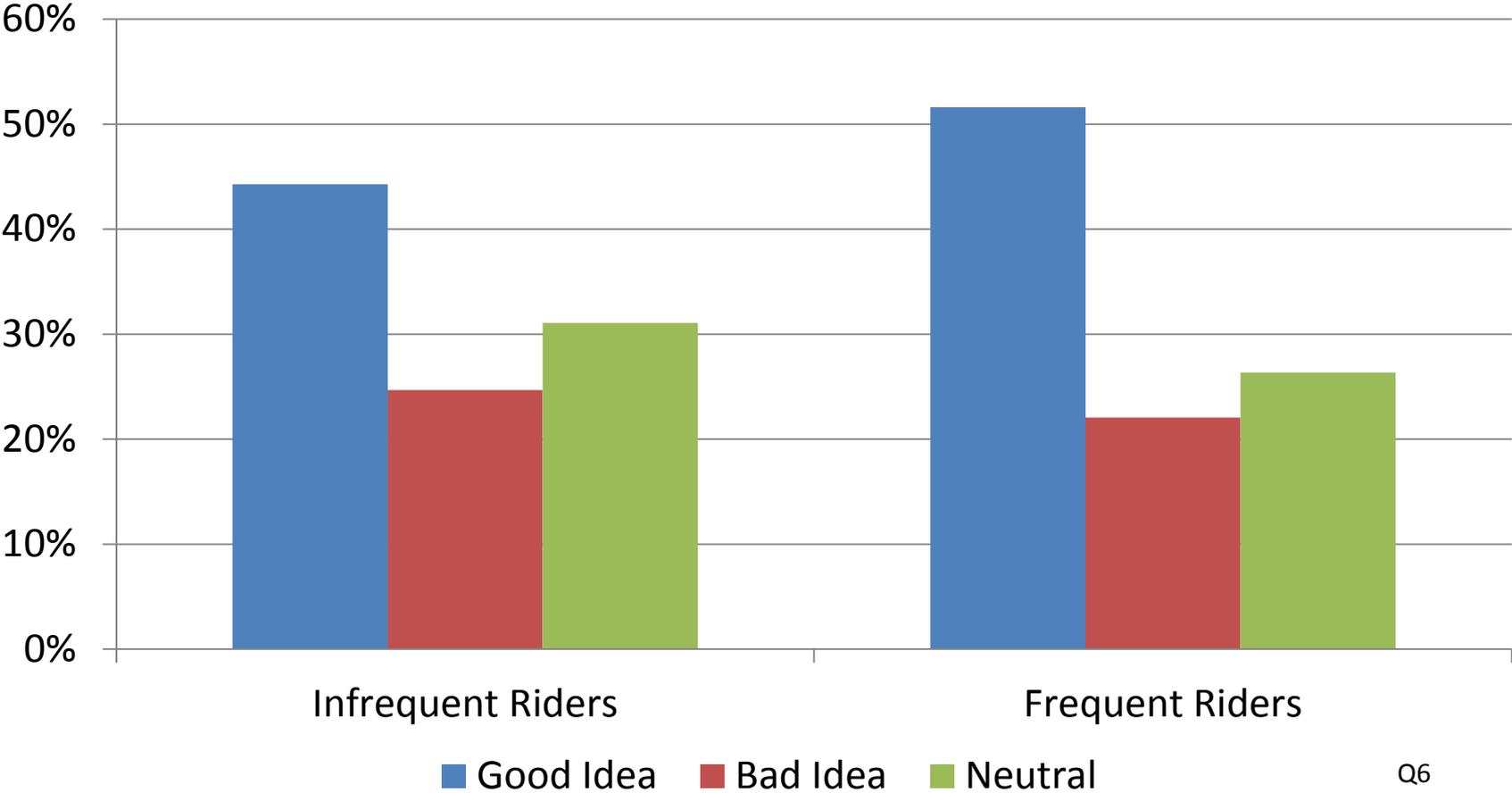
Three strikes rule, 60-day suspension



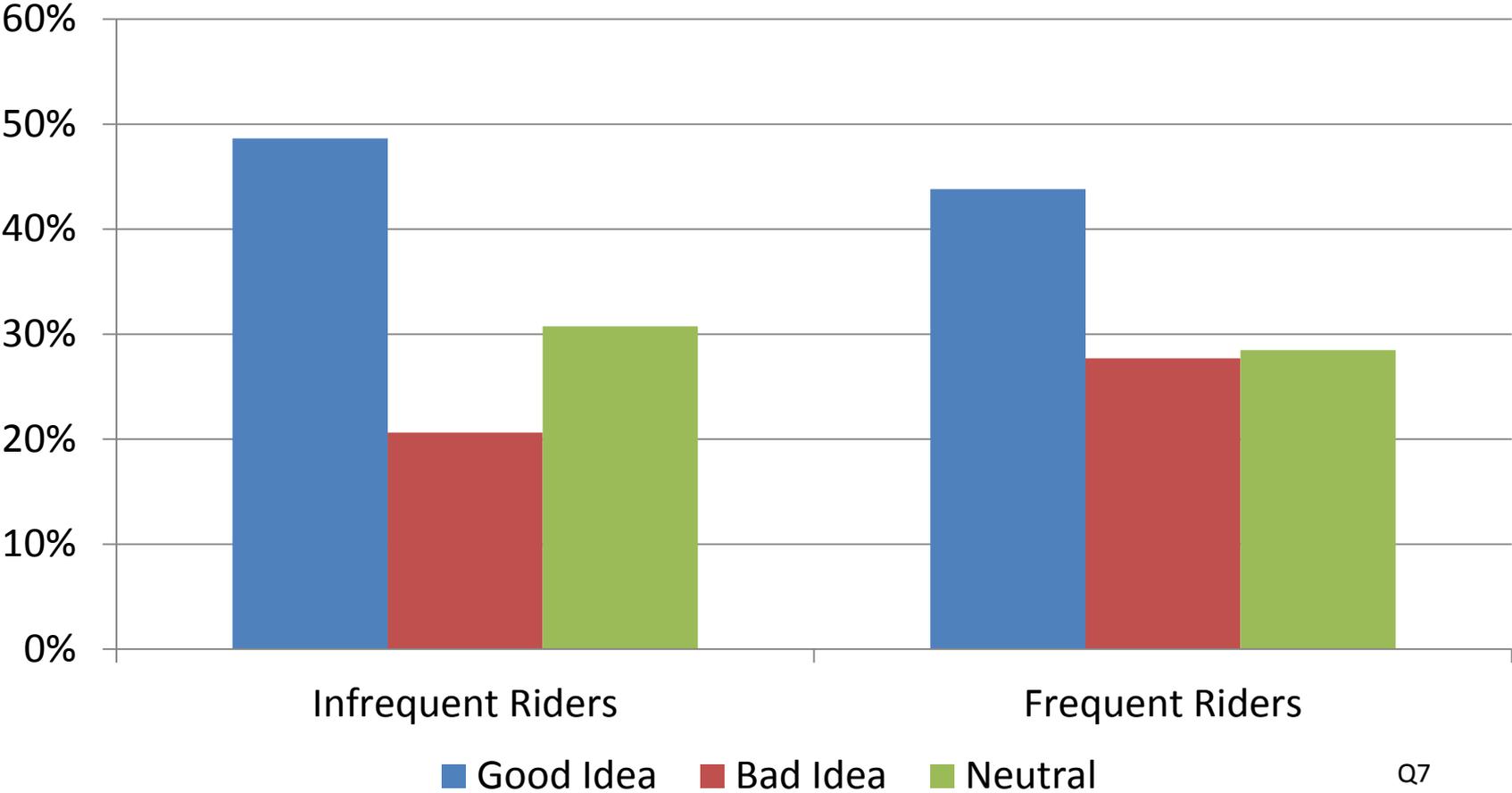
75% seats reserved, 25% walk-ups



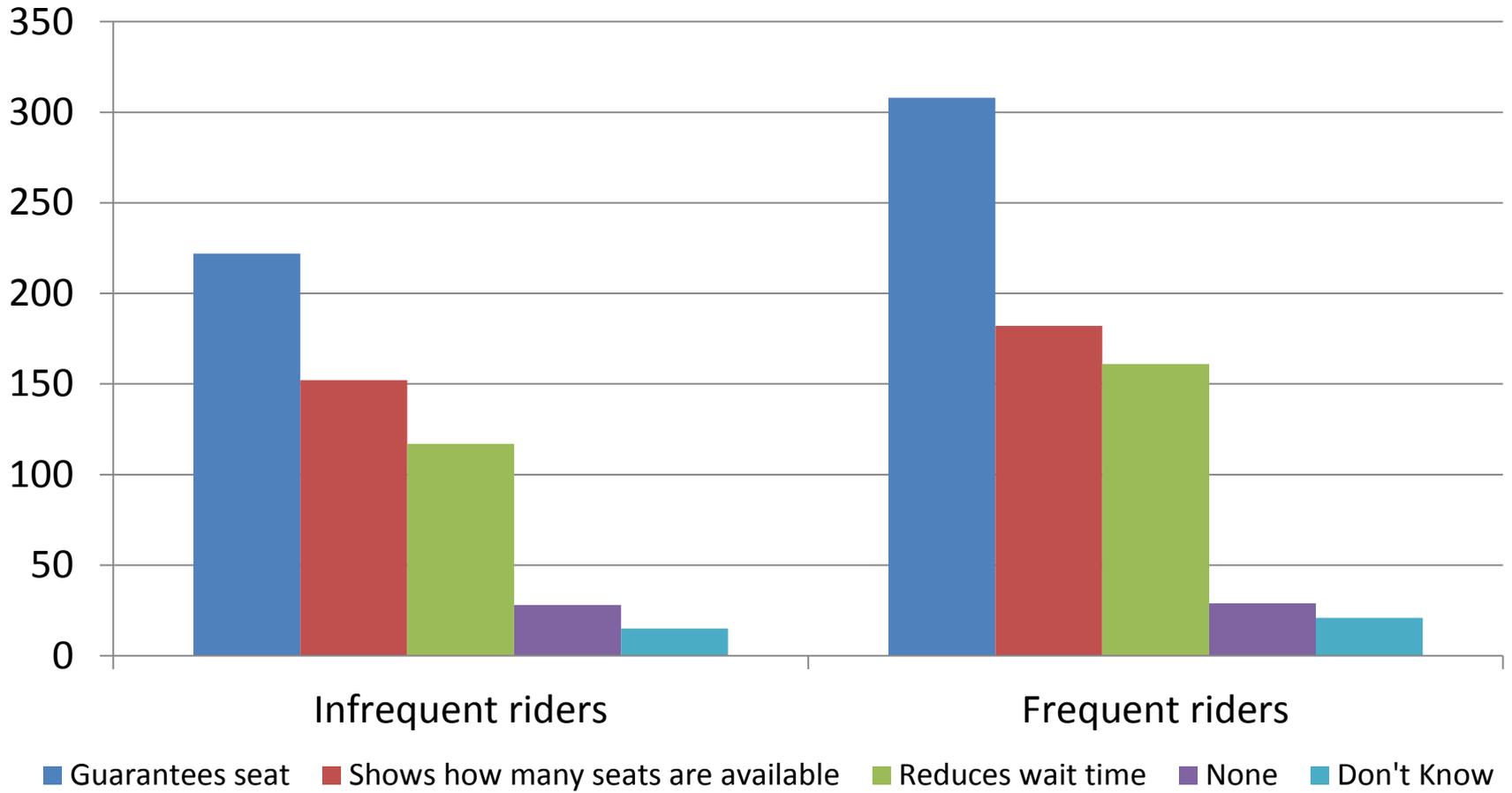
Reserve up to 4 weeks in advance



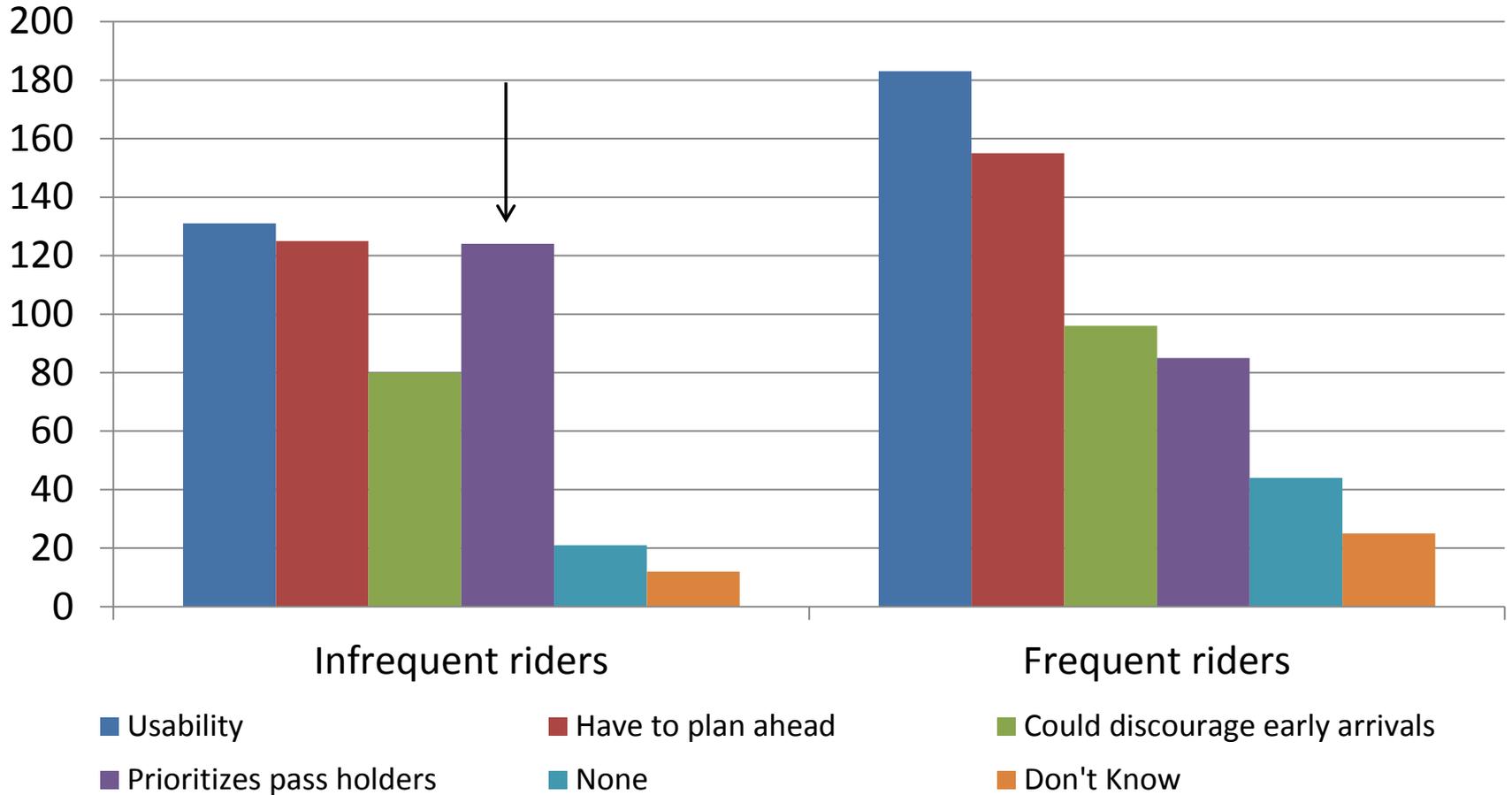
Unredeemed if under 2 hours' notice



Benefits of reservation system



Problems with reservation system

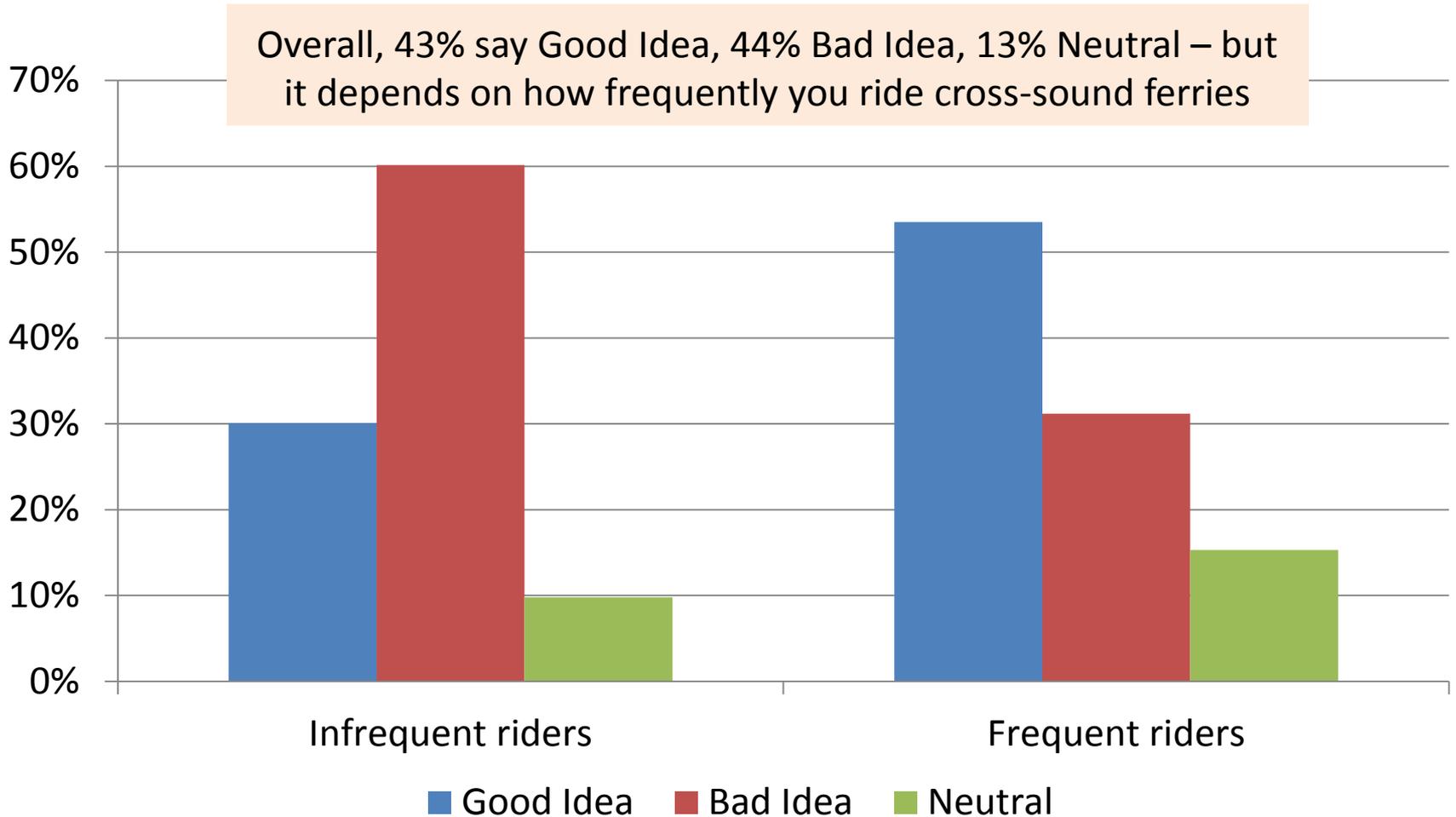


Areas of Disagreement

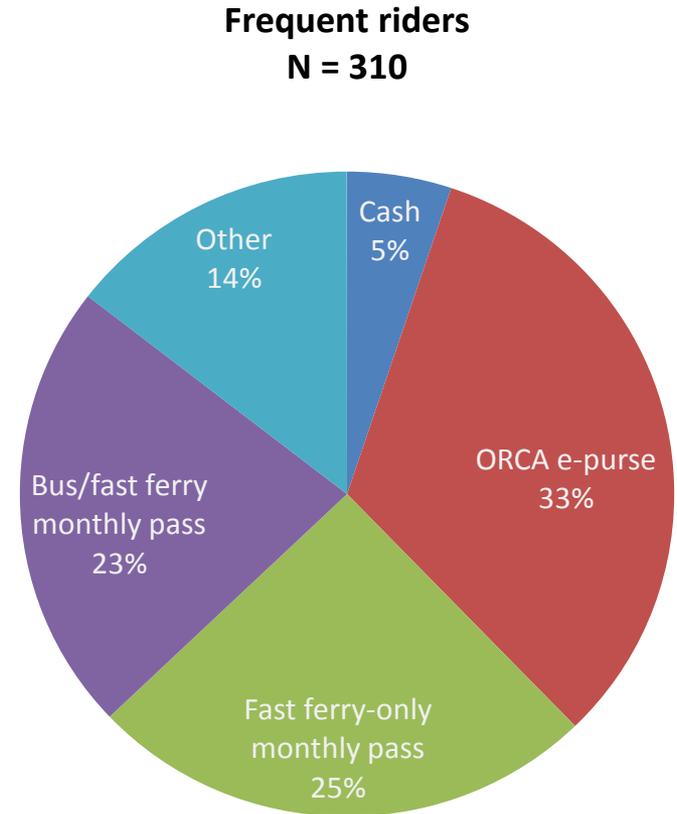
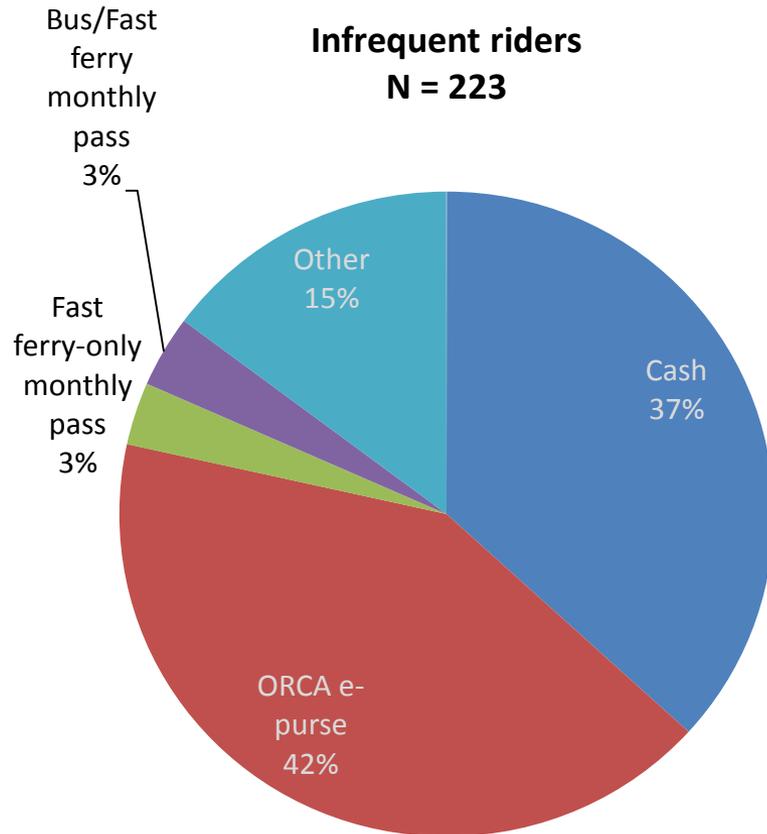
Frequent and infrequent cross-sound ferry riders generally disagree on these policies

Policy	Very Good or Good Idea (%)	Very Bad or Bad Idea (%)
You must be monthly pass holder to make a reservation	43%	44%
Payment for Kitsap Fast Ferry fare	See chart	See chart

Eligible only with a monthly pass



How do you plan to pay your fare?



“Other” responses included credit/debit card, employer ORCA card, 10-ride pass, Puget Pass and ‘it depends’

Comments: Reservations

Reservations ensure daily commuters that they'll arrive on time. Peace of mind is important.

Operate just like all other mass transit. First come, first served!

Worried about what happens if one holds a monthly pass, but can't get a reservation.

You seem to be making this system too complicated. Require Orca cards, give card holders priority, then fill first come, first on.

I would recommend expanding the reservations to more than just 'commute' hours - albeit on a more limited basis (i.e. 25% seats held for reservations during off-peak vs 75% during peak). This gives more certainty to those who work non-traditional hours.

Comments: Reservations

It seems like a reasonable balance to start with, but consider making the adjustments after a 3-6 month evaluation period.

50% reservation would be better, or vary it during the year (higher during busy summer months). ... As long as this is only for peak times, not all times.

Just make it all reservations and allow walk ups to fill empty capacity

Logistical issues in separating passengers with reservations from walk ups.
Potentially slow boarding process.

If you are concerned about a full ferry during rush hour, then have peak fares (with appropriate reduced fare permits) and reinvest the money in increasing capacity.

Comments: Booking changes, methods

Have a portion of the ticket fee be nonrefundable. A small amount but large enough to discourage people holding multiple slots they don't intend to use... Passengers should be charged a 10%-15% change fee like airlines.

No shows should be charged a \$2 fee to their ePurse. Only those with an ORCA card should be able to make a reservation.

Not every one has the web or a mobile app available so having phone reservations makes the reservation system accessible to just about everyone.

A kiosk at the terminals that allows you to make or cancel reservations

Easy, quick and have a confirmation

Comments: Monthly pass holders only

I use the ferry system 3 times a week. I don't do the monthly passes because it doesn't save us enough money.

I agree with requiring an ORCA pass to make a reservation, but not with requiring a pass. There are commuters who only use an e-purse for various reasons... These commuters have just as much of a need for reserving a guaranteed seat as those who have a pass.

If someone has a medical appointment, for example, in Seattle, but does not commute daily they should not be held up by this.

Just because you don't commute enough to warrant a monthly pass should not limit your access. This was voted on by the people and we should have equal access.

Takeaways

- Broad support for a reservation system to manage demand, esp. during peak hours
- Broad support for releasing unredeemed reservations 5 min before scheduled sailings
- Riders divided over limiting reservation system to monthly pass holders only (or any group)
- Preferred payment method varies sharply between frequent, infrequent ferry riders
- Desire for predictability and certainty of having a seat, but some fear being locked out of 'public transit'

Questions?



Kitsap Fast Ferry
Schedule Survey
opens today

<http://bit.ly/POFschedule>

