

SAVE A SPOT

May 19, 2015



Anacortes - San Juan Islands



Washington State Ferries

Reservation Benefits



WSF Customers:

- Guaranteed Spot
- Predictability
- Minimal wait time



Ferry Communities:

- Reduced queuing on streets
- Continued access to businesses & attractions
- Reduced air pollution



WSF / Taxpayer:

- More efficient use of existing assets
- \$\$ Savings



High-Level Successes

- Ridership is up 1st quarter 3.6% 2015 over 2014.
- 91,179 vehicles traveled with reservations through March 31st in the SJIs; Over 1,500 reservation/day.
- 97% of reservation holders travel on their reserved sailing or within the same day
- On average, over 60% of vehicles travel with a reservation
- Over 80% of survey respondents found the terminal check-in process good or excellent

Spring Break Stats & Benefits

- **Ability to accommodate increased travel:**
 - 8% vessel capacity reduction
 - 6.4% increase in vehicle traffic
- **Reduced Overloads:**
 - 21% decrease in sailings that were overloaded
 - 63% decrease in vehicles left behind after each sailing
 - Lines are down
- **Increased revenue opportunities for community:**
Customers able to spend more time in the communities, rather than waiting in lines.
- **87% reservations made online:** average was 80% system wide prior to SJIs.
- **Predictability:** WSF is able to appropriately plan staffing.

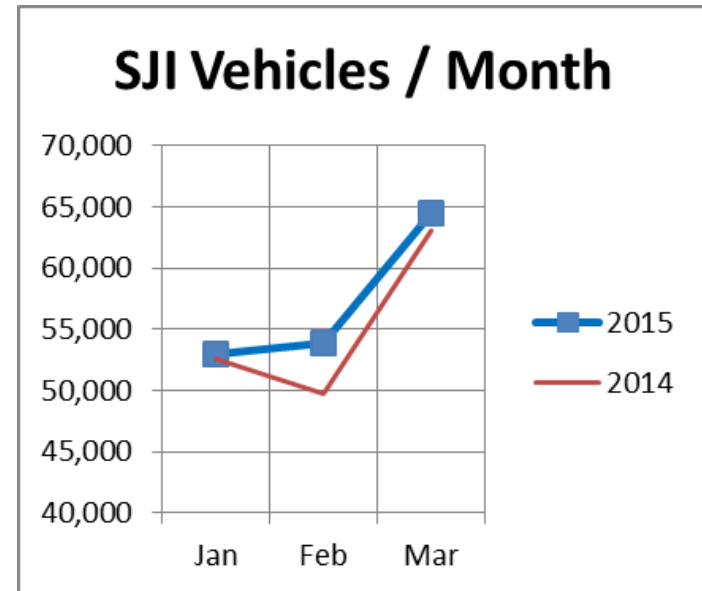


SJI Ridership 2014 - 2015

- 2015 Vehicle Ridership Increase (over 2014):
 - 2.6% system wide.
 - 3.6% SJIs

SJI Vehicle Ridership				
	2014	2015	Diff	%
Jan	52,603	52,919	316	0.6%
Feb	49,660	53,881	4,221	8.5%
Mar	63,097	64,485	1,388	2.2%
Total	165,360	171,285	5,925	3.6%

Total System Vehicle Ridership				
	2014	2015	Diff	%
Jan	742,756	744,984	2,228	0.3%
Feb	680,298	713,633	33,335	4.9%
Mar	811,228	833,131	21,903	2.7%
Total	2,234,282	2,291,748	57,466	2.6%



Customer Benefits/Flexibility

- **Predictability:** Customer knows when they will travel.
- **Last minute reservations available:** 39% of reservations are made the day before or on date of travel.
- **Reduced time waiting at the terminal:** Arrive at the terminal 30 minutes prior to sailing.
- **Late arrivals still accommodated:** 22% of reservation holders arriving less than 30 minutes in advance.
- **Same day changes:** 16% of all changes are made the same day.
- **Cancel by 5pm prior day:** 29% of all cancellations made the day prior to their sailing by 5pm.



Ability to Travel

Spring Break Travel Week

108 Anacortes sailings each week

- 22 were 90% reserved (red)
- 10 were 80-90% reserved (yellow)
- 86 were less than 80% reserved (green)

- Same day reservations available for those that need predictability.
- Travel on busy days with some lead-time.
- Sailings available for drive-up for those that need more flexibility.
- Increasing drive-up percentage would have increased congestion on those 22 busy sailings

Anacortes Departures (4/6-4/12)									
Sailing time	Destination	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Capacity
4:15	FH								139/32T
5:30	Or, Sh			T					139/32T
6:20	Lo, FH		T		T	T			89/30T
7:30	Or, Sh								139/32T
8:30	FH, Sid		T	T			T		139/32T
9:30	FH	Red	Red	Red					89/30T
10:35	Lo, Sh, Or					Red	Red		139/32T
12:35	Lo								89/30T
1:55	FH					Yellow			139/32T
1:55	Or								139/32T
2:40	FH	Red	Red	Red	Red	Yellow	Red	Red	89/30T
3:40	Sh, Or	Red	Red	Red	Red	Red	Red		139/32T
4:30	Lo, FH	Red	Yellow	Yellow	Red	Yellow			139/32T
6:00	Lo, FH		Yellow	Red	Yellow	Red			89/30T
6:30	Sh, Or				Yellow	Yellow	Red		139/32T
8:25	Lo, FH					Yellow			139/32T
8:55	Sh, Or								139/32T
10:30	Lo, Sh, Or, FH								80/27T

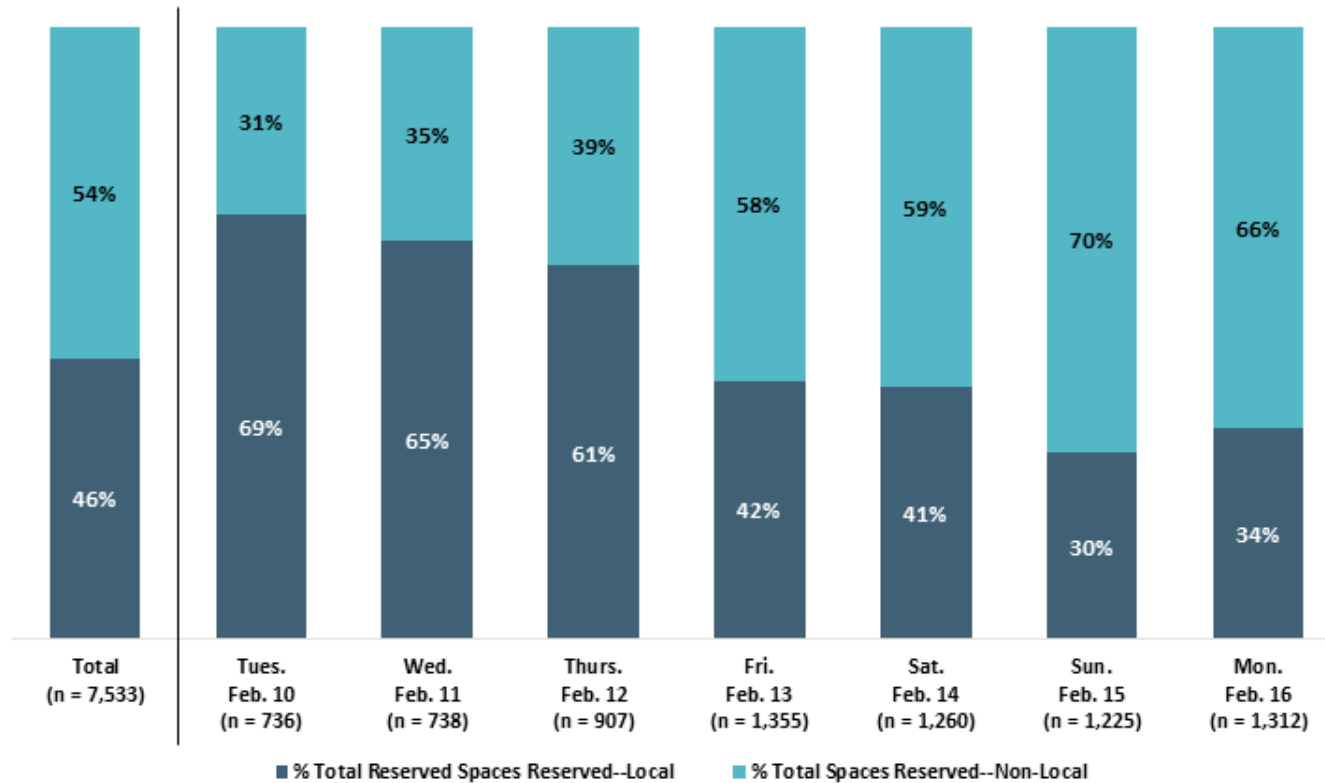
Note: 'T' means tall space was fully reserved.



Locals vs. Non-Locals

Local and Non-Local Reservations Comparison—Regular Spaces

Percent Local vs. Non-Local of Reservation Reserved by Day (Regular Spaces)



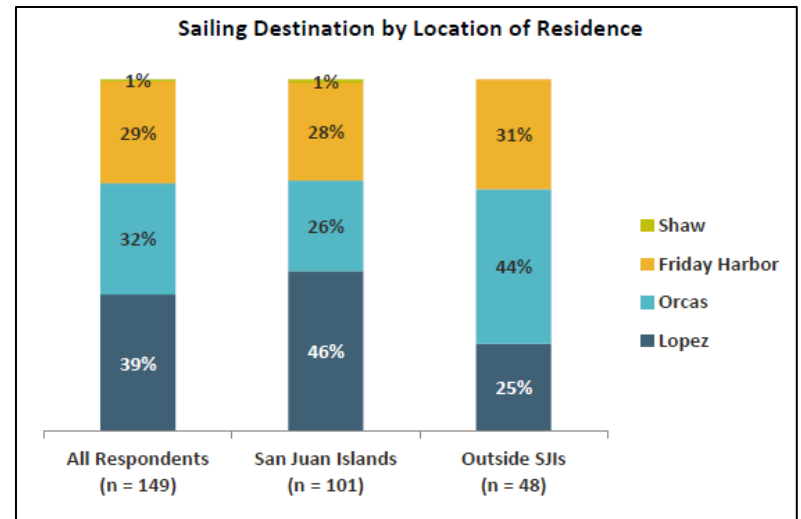
Reservation Survey

- 4,247 Reservation holders took online survey.
- Best Attribute of survey:
 - Guaranteed spot
 - Easy to use
 - Can plan ahead
 - Can arrive later; avoid long waits
 - Lowers stress level
- >75% of survey respondents found the website easy to use with 10% finding the website difficult
- >80% found the check-in process good or excellent

“Wonderful to know ahead of time that you have a spot - no longer need to show up 2 hours in advance to secure a spot. So much easier to plan.”

Drive-up Survey

- 149 customers without reservations surveyed
- 67% residents to SJIs
- >95% were aware of vehicle reservations to the SJIs
- Top reasons people didn't make a reservation:
 - Uncertain when traveling (21%)
 - Did not need for low-volume sailing (16%)
 - Made plans too late to secure (16%)
 - Change/cancellation policy concerns (9%)



Terminal Tips

- **Be Prepared:** Arrive at the terminal with printed barcode ready to be scanned or confirmation number.
- **Arrival Window:** arrive at the terminal in the back of the queue approaching the tollbooth at least 30 minutes prior to your sailing time.
- **Medical Priorities:** customers who previously received medical priority are not impacted with reservations. WSF asks medical priorities to make a reservation when possible.
- **Travel Early:** reservation holders who choose to travel on an earlier sailing will travel stand-by and forfeit guaranteed space on reserved sailing.



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Questions & Answers