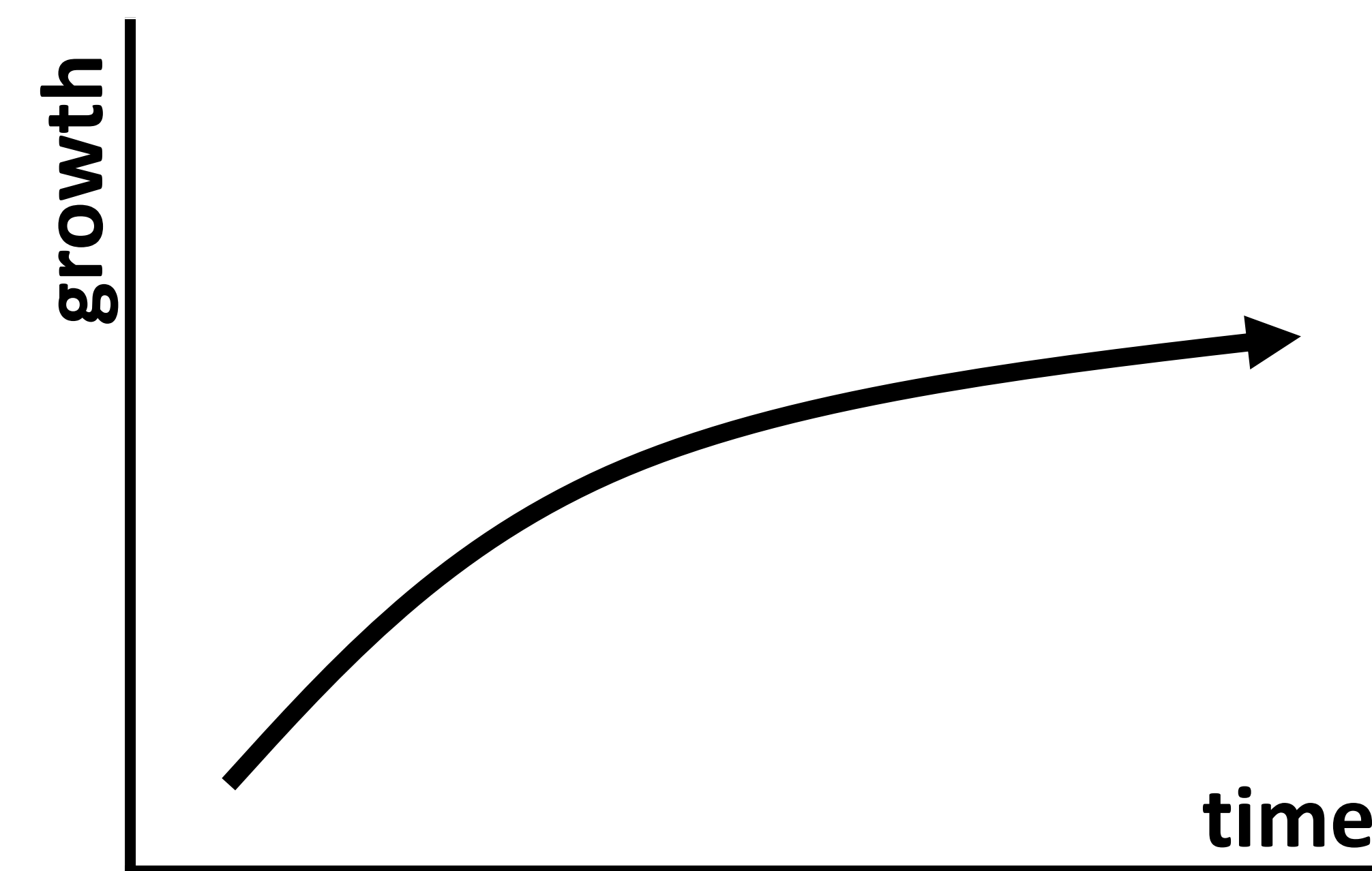
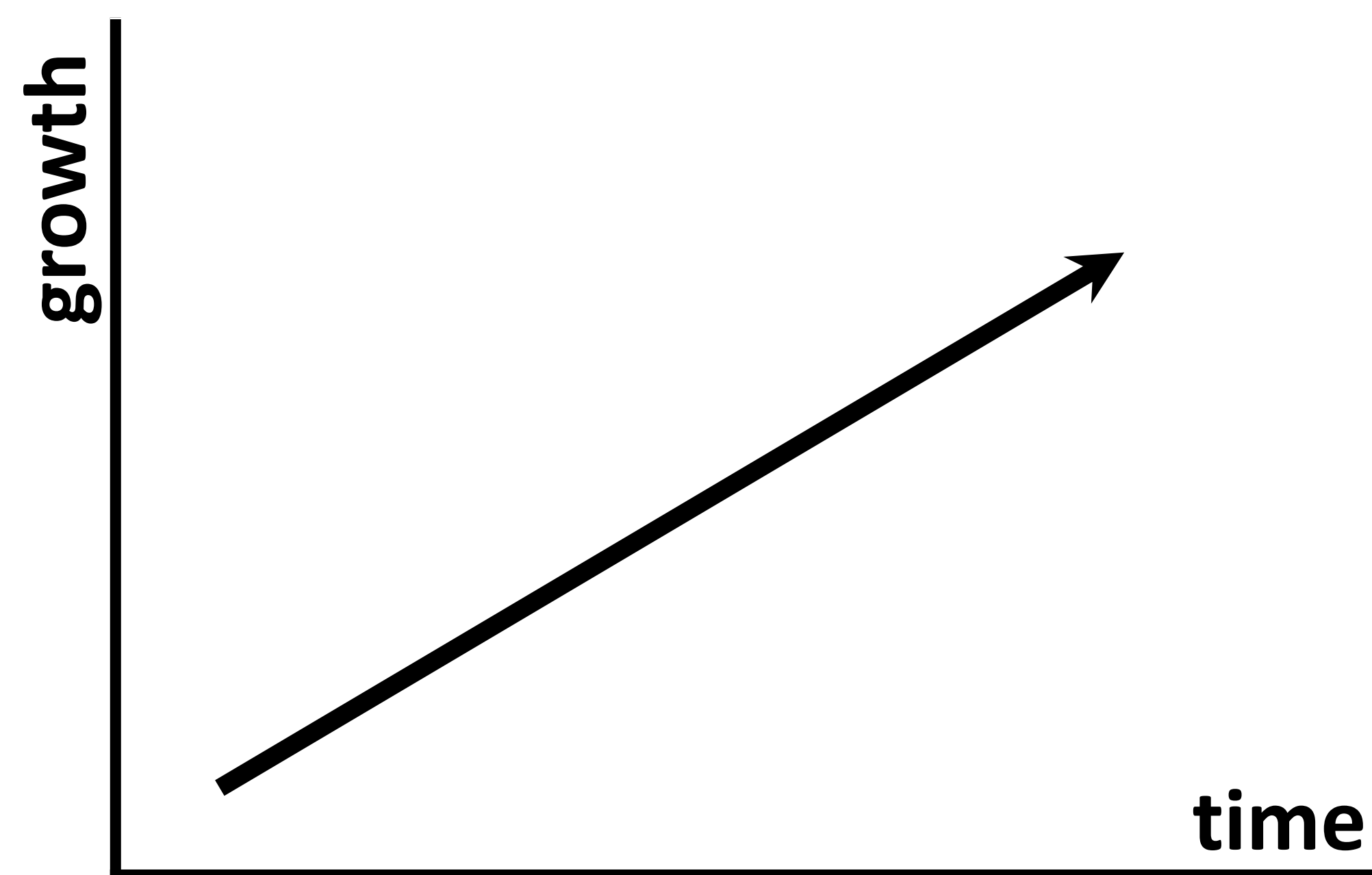


# SERVICE OPTIONS: INTRODUCTION

## Future demand may be influenced by how the County addresses capacity issues:

- Adding capacity in response to overloads may encourage more development
- Managing demand and/or mitigating its impacts may limit the type and scale of future development



**The policy goal for growth and development on Anderson Island will impact service demand.**

## Comprehensive Plan Guidance:

- **Land Use and Development:** Allow a variety of rural residential land uses and densities that are consistent with the rural lifestyle and within the carrying capacity of the natural environment (GOAL LU-61).
- **Ferry Level of Service:** Capacity to meet 100% peak winter weekday demand



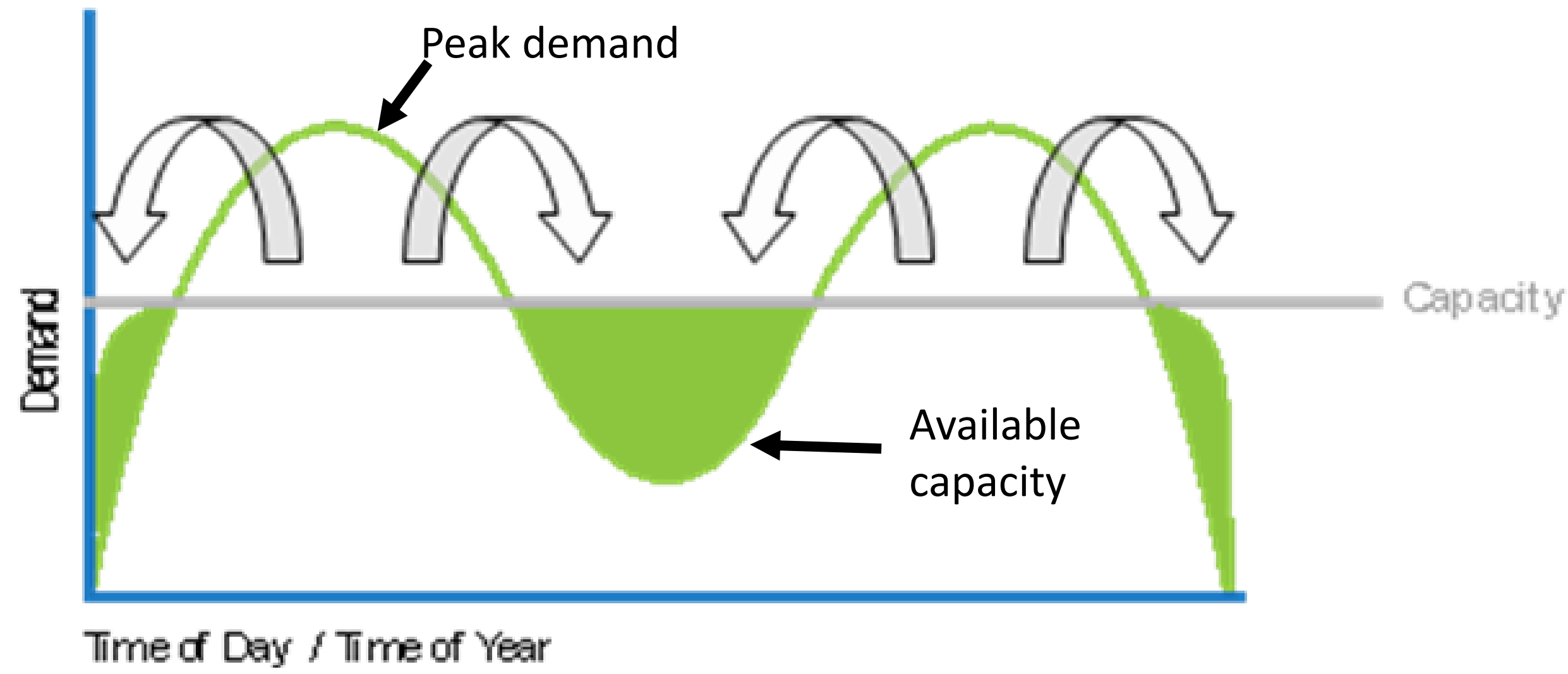
# A1

# APPROACHES TO GROWING DEMAND

## How should the County respond if growth on Anderson Island increases demand?

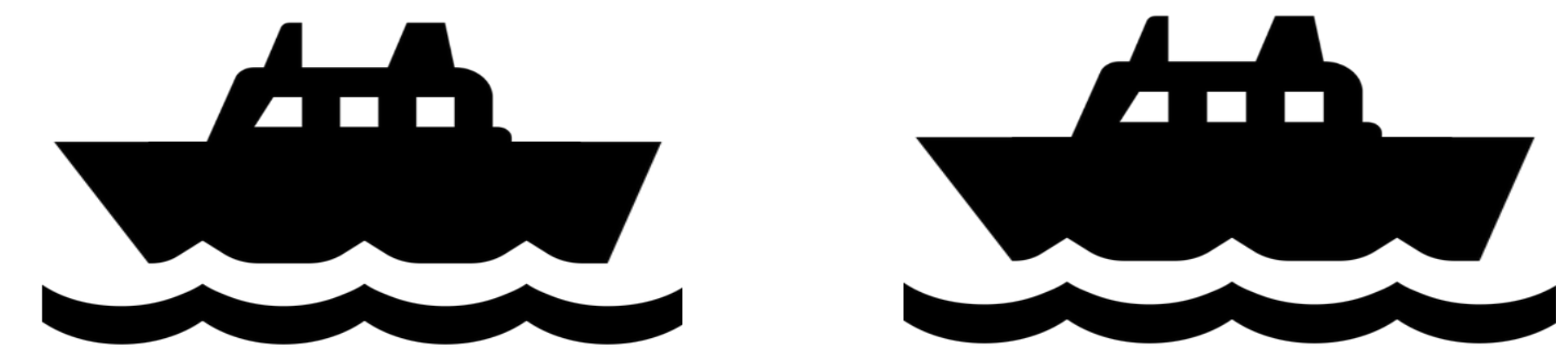
Vehicle capacity is the biggest constraint on the County's ability to meet higher demand.

### Option 1: Manage Demand

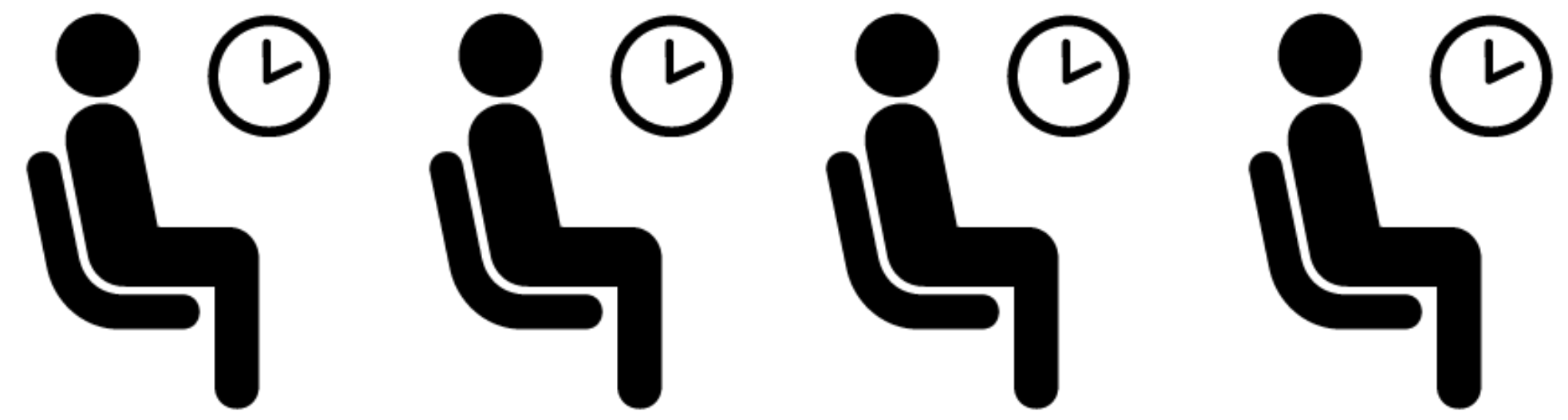


Use strategies such as pricing or reservations to shift demand to sailings with capacity.

### Option 2: Add vehicle capacity

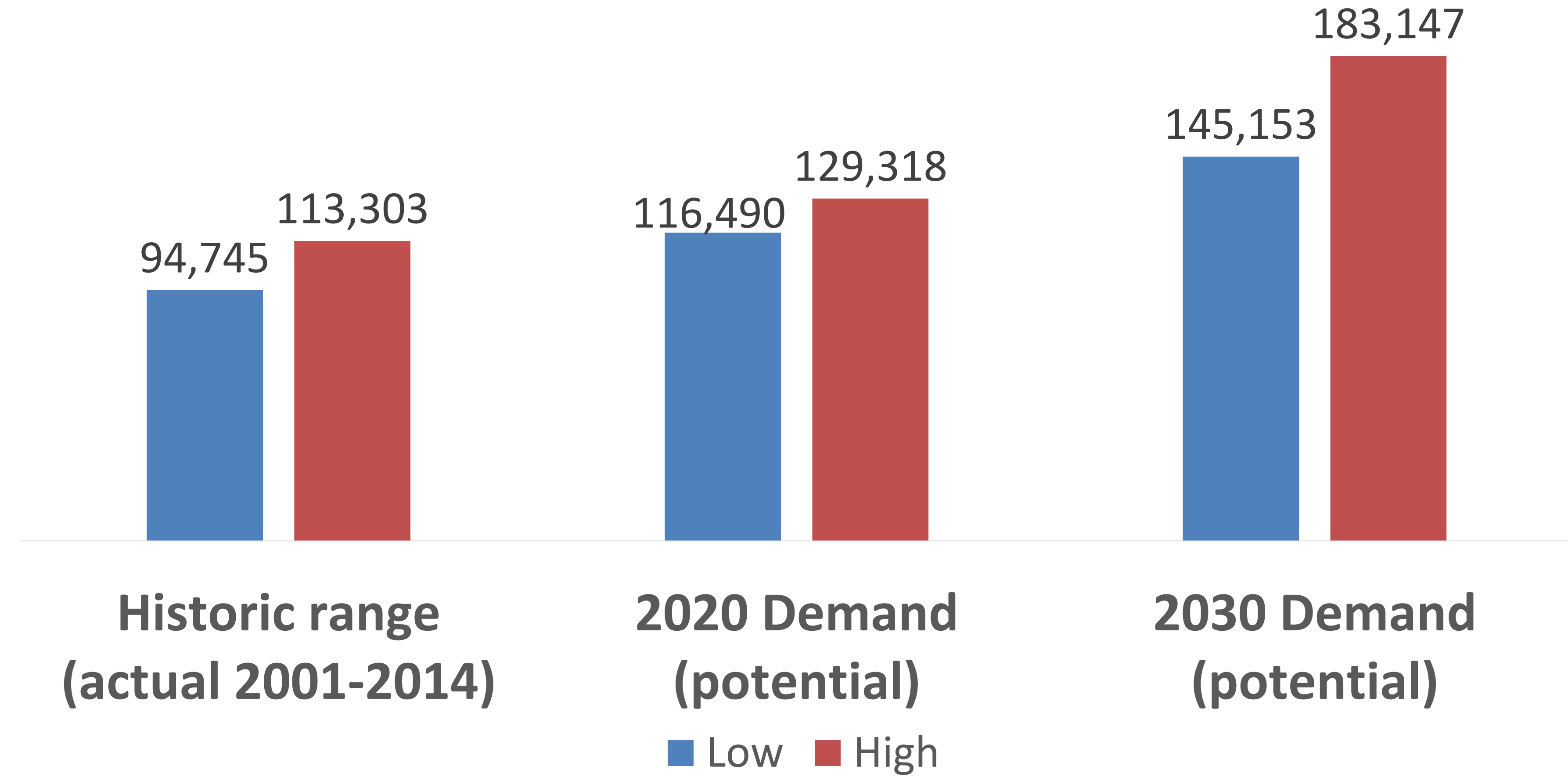


### Option 3: Accept greater delay.



## Ridership Growth is Uncertain.

### Historic and Future Ferry Vehicle Demand



### Key Factors that will influence future demand

- Growth policies
- Demographics of Island population
- How much service is provided
- Pricing of ferry services



Reservation and communication strategies can be used to manage ferry demand to reduce impacts of over capacity.

## OPTION 1: Reservations



- Spread demand over the day and week
- Reduce congestion at terminals during peak times

### Key issues:

- How much of the boat to reserve?
- Charge a premium for reservations?
- Offer reservations how far in advance?
- How to balance access between regular Island ferry users and infrequent users

## OPTION 2: Enhanced Communications



- Better and more timely information so customers can make informed travel decisions
- Can help spread demand over the day and week
- Better real-time communications will help mitigate congestion impacts at terminals during peak times

### Key issues:

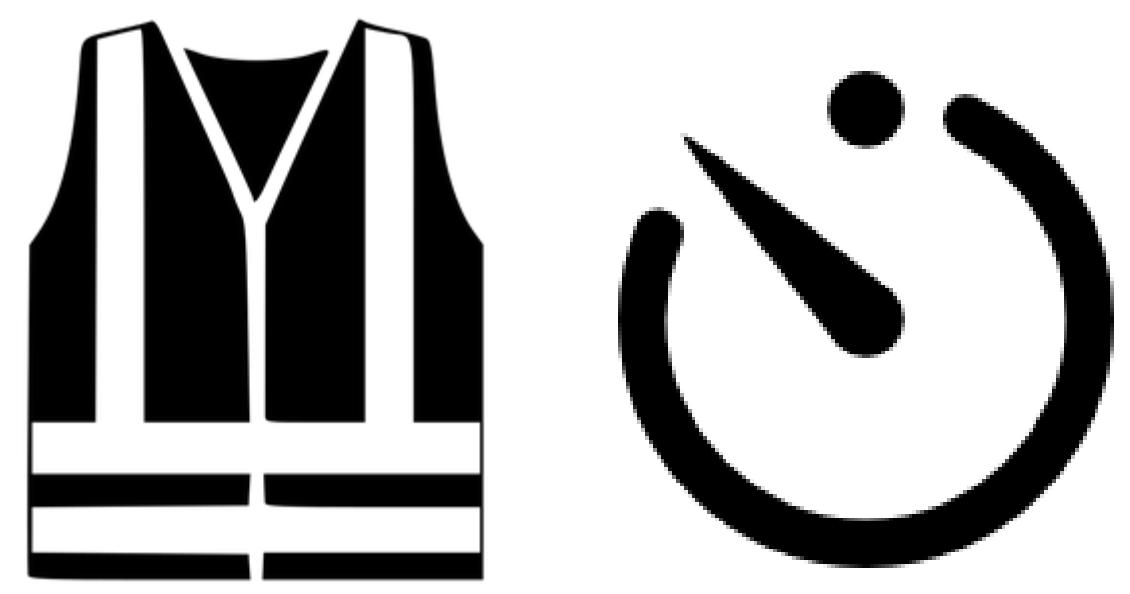
- Less effective at managing demand than reservations
- More effective in combination with other strategies, like pricing



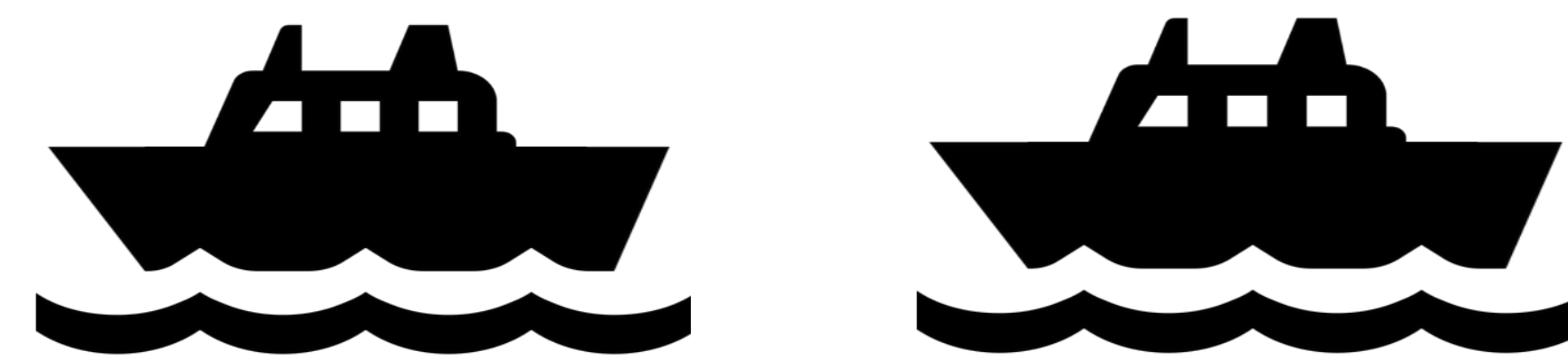
# SERVICE BUILDING BLOCKS INTRODUCTION

There are two ways to add service capacity with existing fleet:

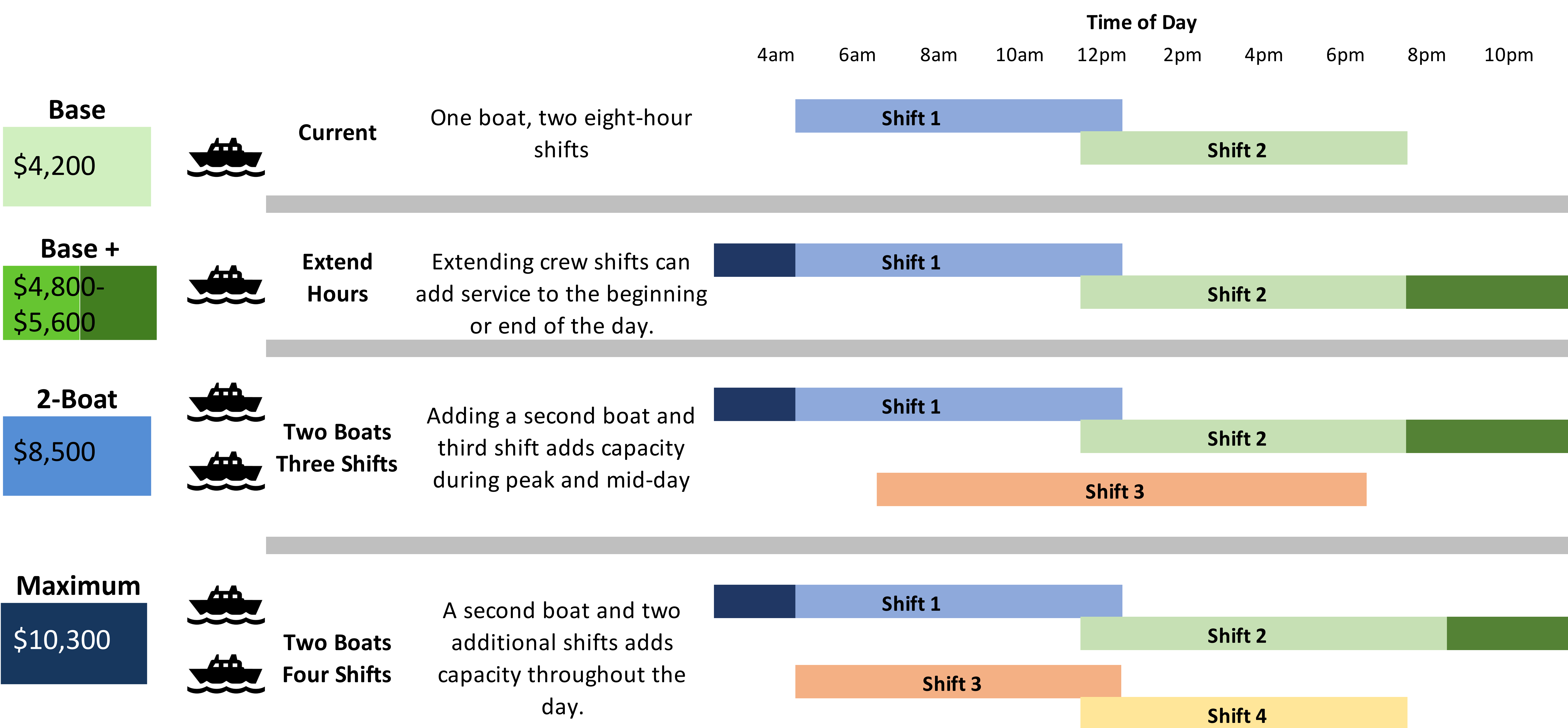
1 Extend crew shifts



2 Add a second boat and additional crew shifts



Note: Regular 2-boat service could lead to schedule reliability issues unless a second operational slip is added at Steilacoom.



\*Estimated cost per day based on fuel and labor only.





# SERVICE OPTIONS: SHORT TERM

## Adding Service: Weekly and Seasonal Service Configurations

Using service building blocks (crew hours and number of vessels), we can build weekly and seasonal service plans.

### Current Service

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
All Year		12 trips/day		13 trips/day	14 trips/day		12 trips/day

### OPTION 1. Extend Hours

Add one trip/day Mon-Wed and 2 trips Sunday.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
All Year	13 trips/day	13 trips/day	13 trips/day			14 trips/day	

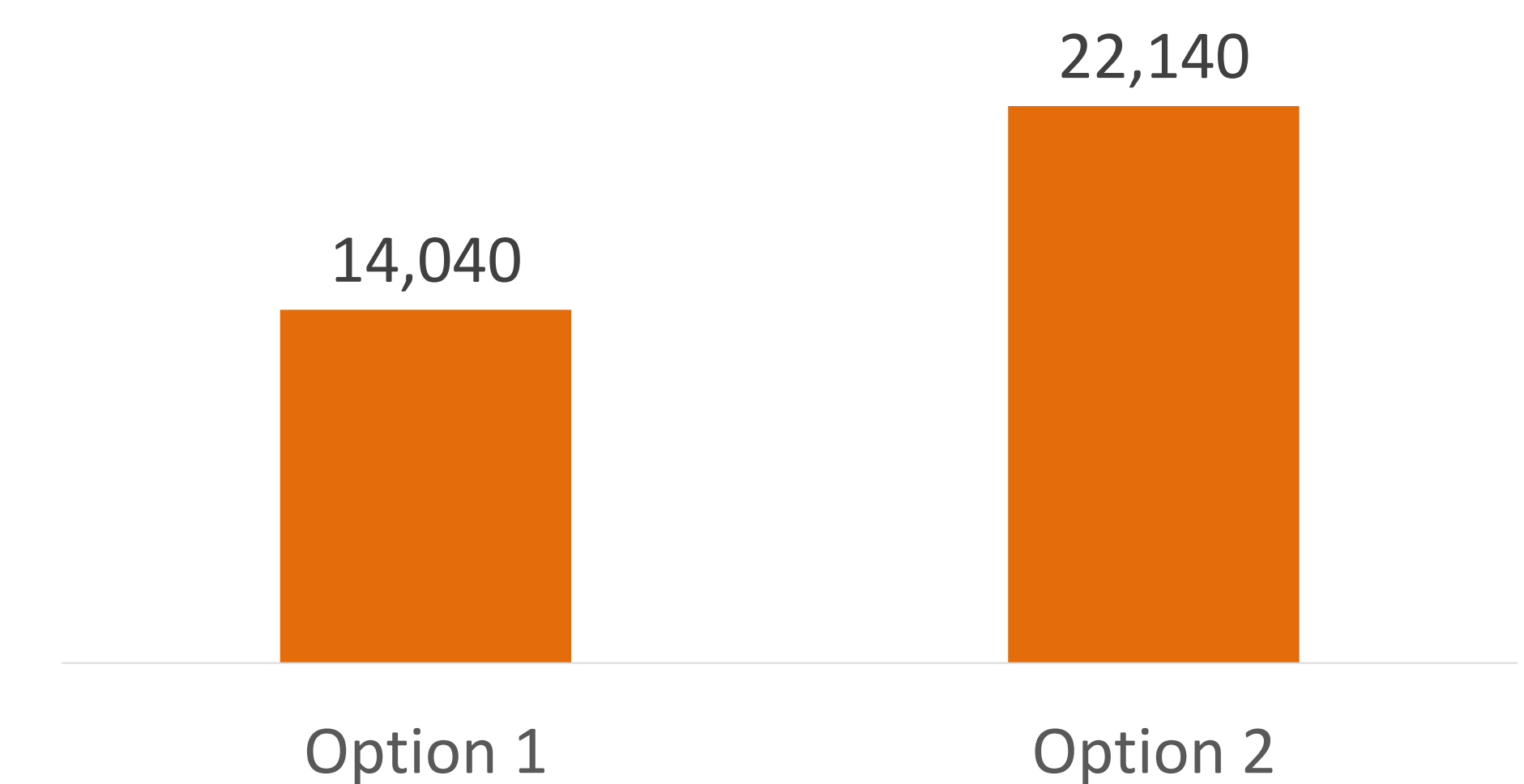
### OPTION 2. Extend Hours (Option 1) Plus add Summer Peak Service

In addition to Option 1, add a second boat on Fridays & Sundays during peak Summer season.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Sept-June:		13 trips/day				14 trips/day	
Summer Peak:		13 trips/day		14 trips/day	20-22 trips/day	14 trips/day	20-22 trips/day

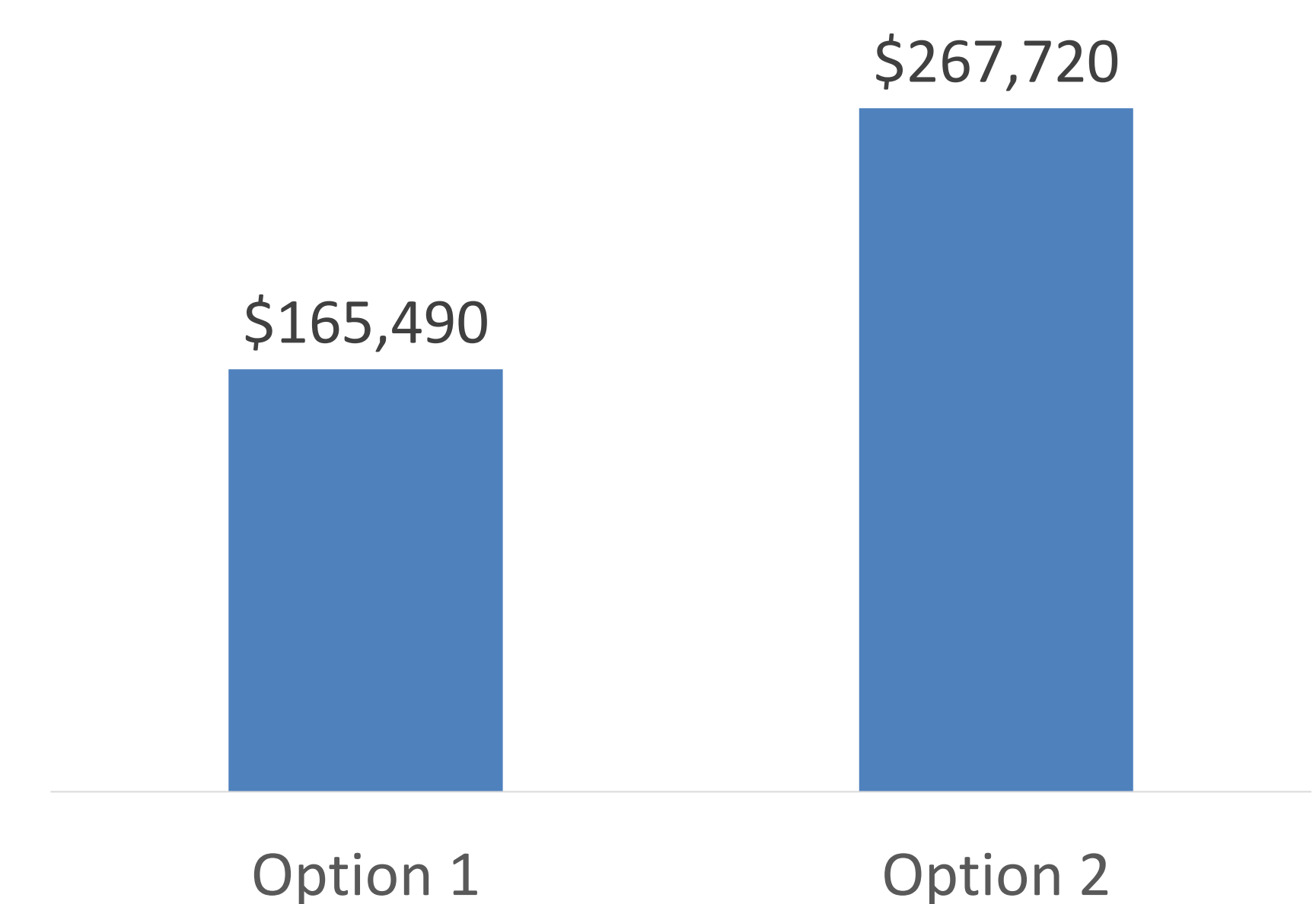
### How much service?

Estimated Additional Passenger Vehicles Carried



### What would it cost?

Estimated Additional Annual Operating Cost\*



\*Estimated costs do not include maintenance, overhead, and depreciation costs. All figures in 2015 dollars.



# SERVICE OPTIONS: LONG-TERM

In the long-term, depending on actual growth, service options could include:

## OPTION 1. Year Round Weekday Expansion with Peak Summer Two Boat Service

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Sept-June		13 trips/day				14 trips/day	
Peak Summer		20-22 trips/day			21-24 trips/day		

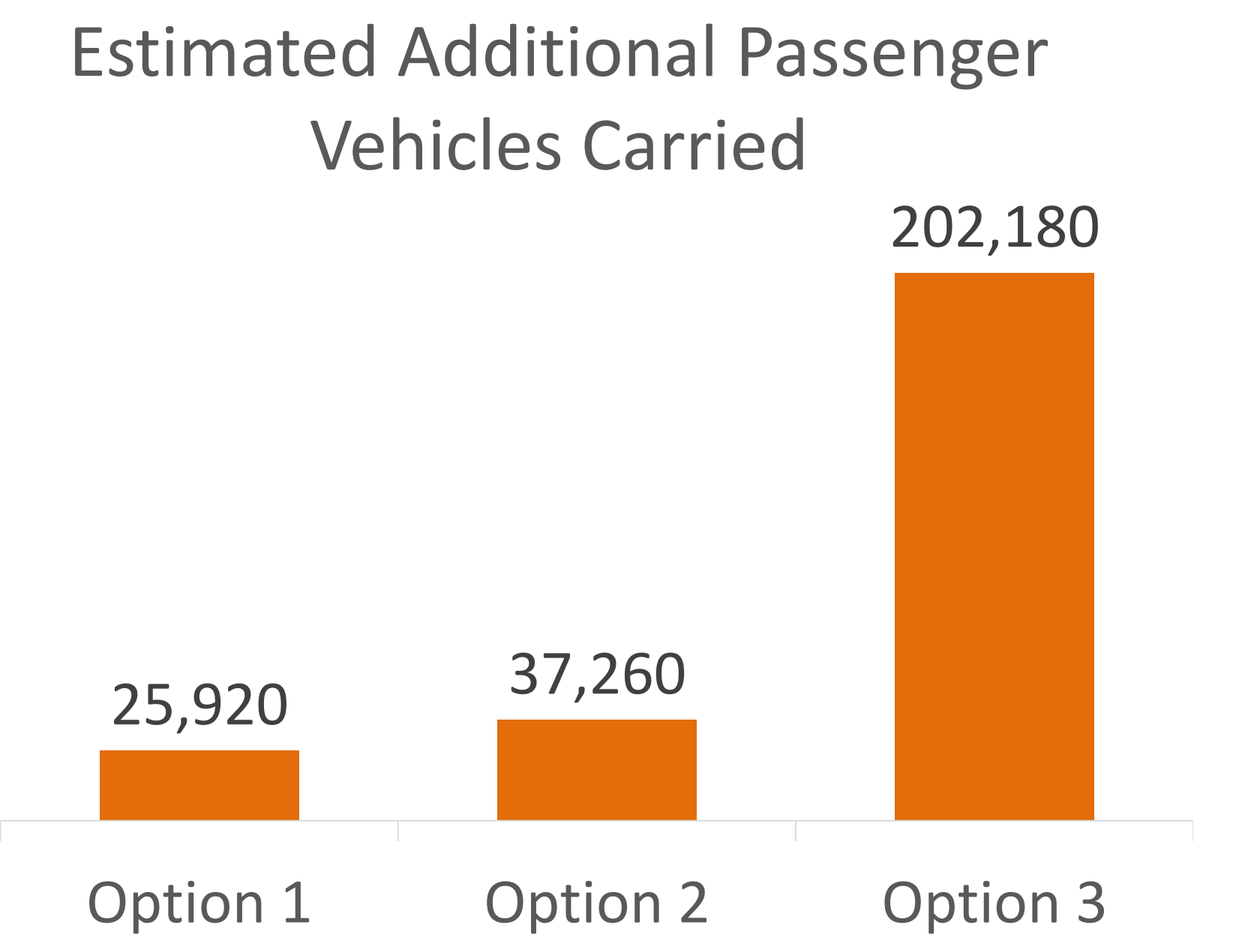
## OPTION 2. Option plus Added Service in Shoulder Season (May, June, Sept)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Winter		13 trips/day				14 trips/day	
May, June, Sept		13 trips/day		14 trips/day	20-22 trips/day	14 trips/day	20-22 trips/day
Peak Summer		20-22 trips/day			21-24 trips/day		

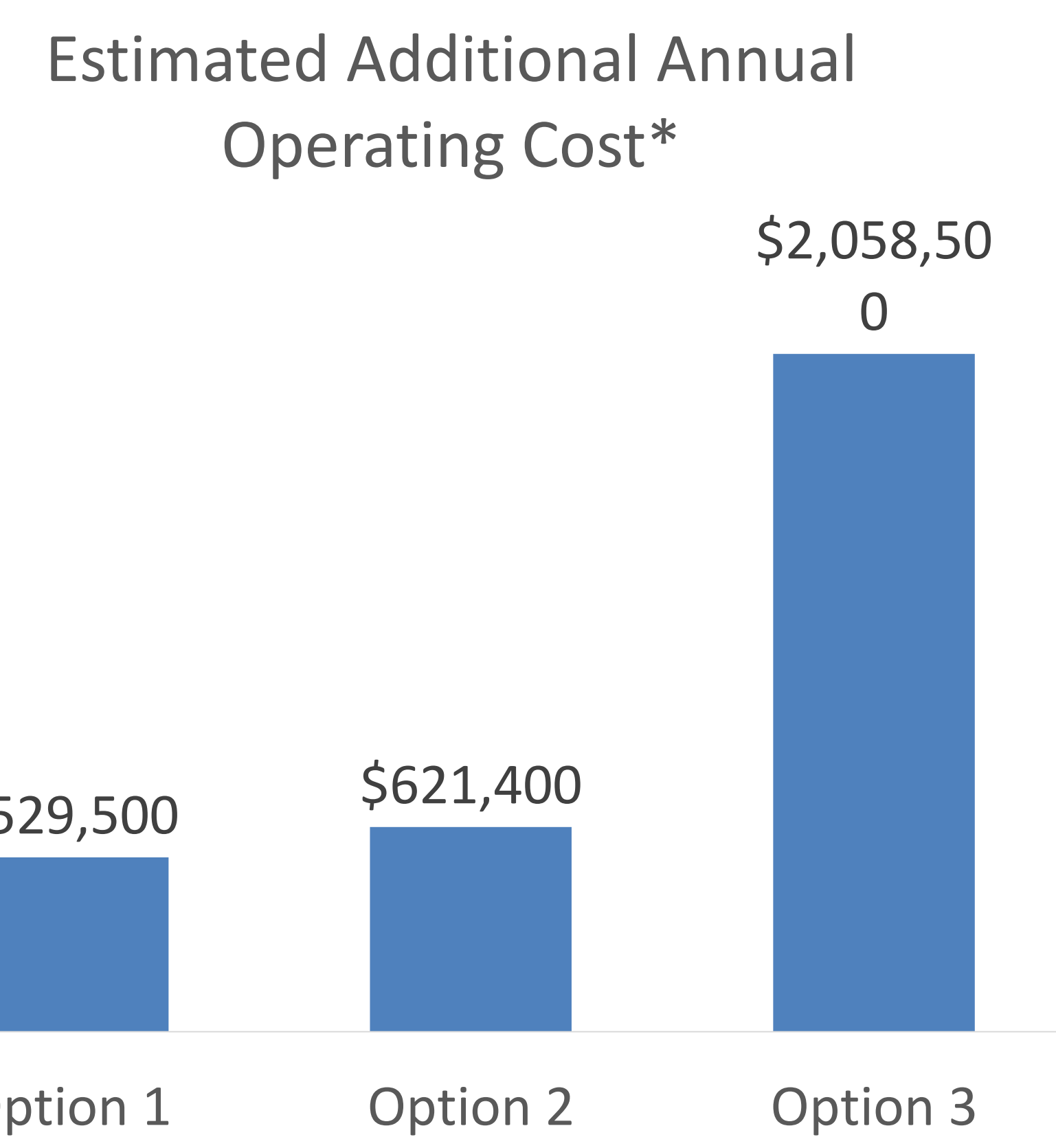
## OPTION 3. Maximum Capacity: Two Boats, Four Shifts, Year Round)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
All Year			21-24 trips/day				

### How much service?

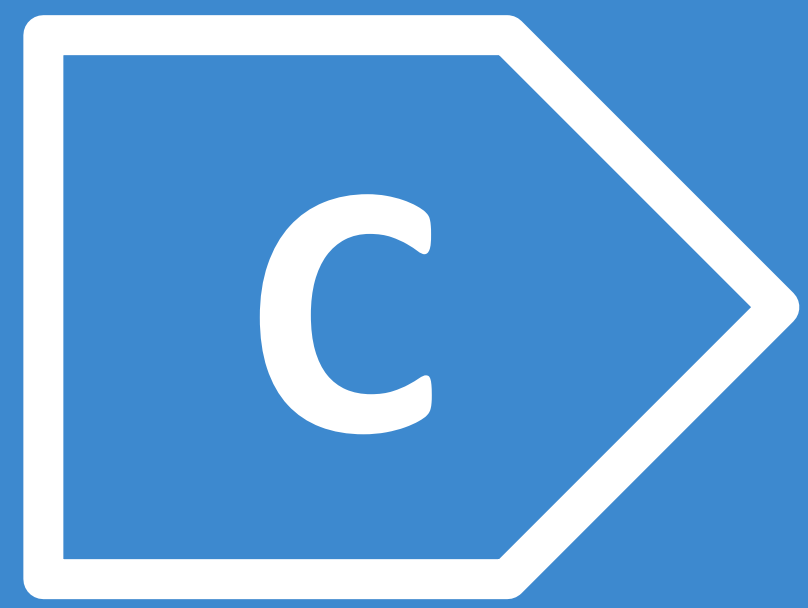


### What would it cost?



\*Estimated costs do not include maintenance, overhead, and depreciation costs. All figures in 2015 dollars.

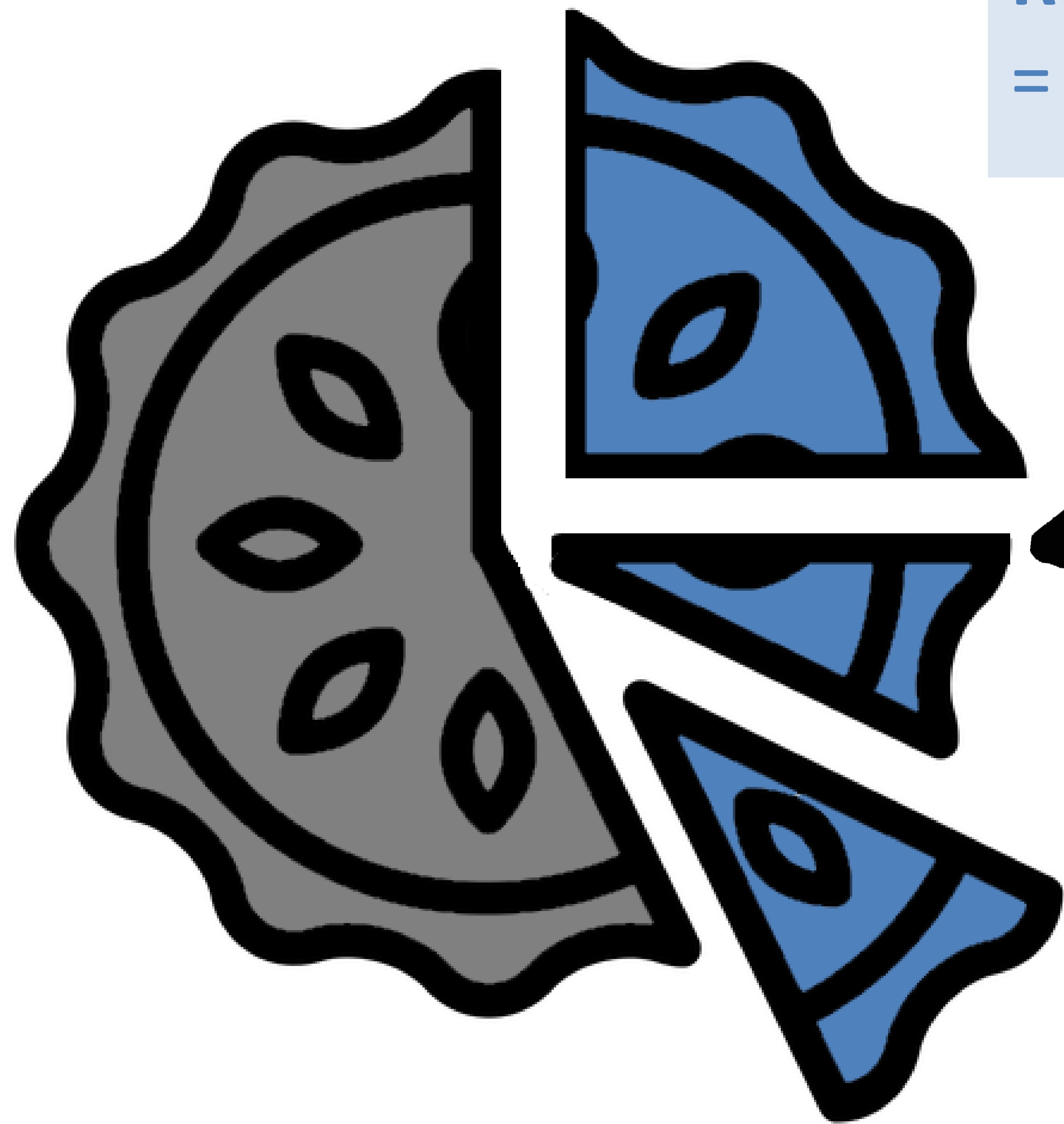




# FARE POLICY: INTRODUCTION

The Ferry System must earn a required amount of revenue from fares each year. Fare policy sets how responsibility for meeting that target should be divvied up among different types of customers without changing the total target amount.

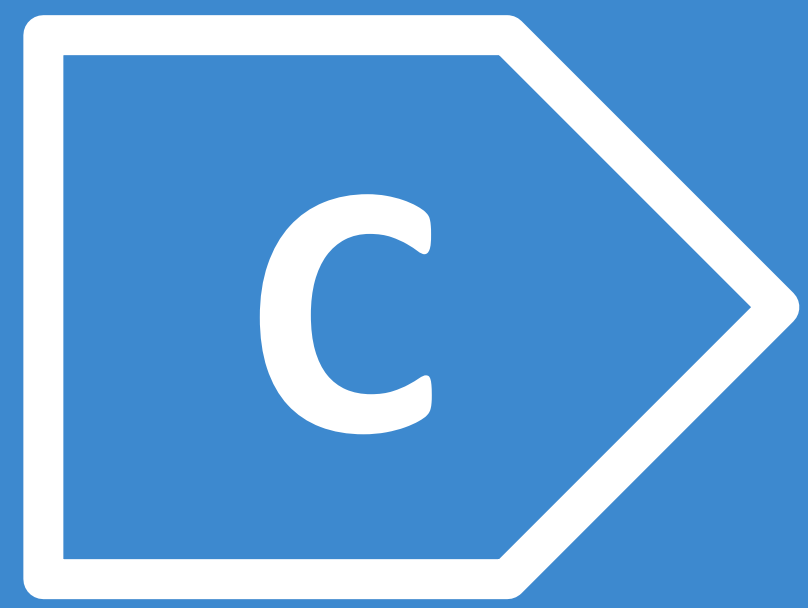
## TOTAL FERRY REVENUE "PIE"



Revenue Required from Fares  
= about \$175,000 a month

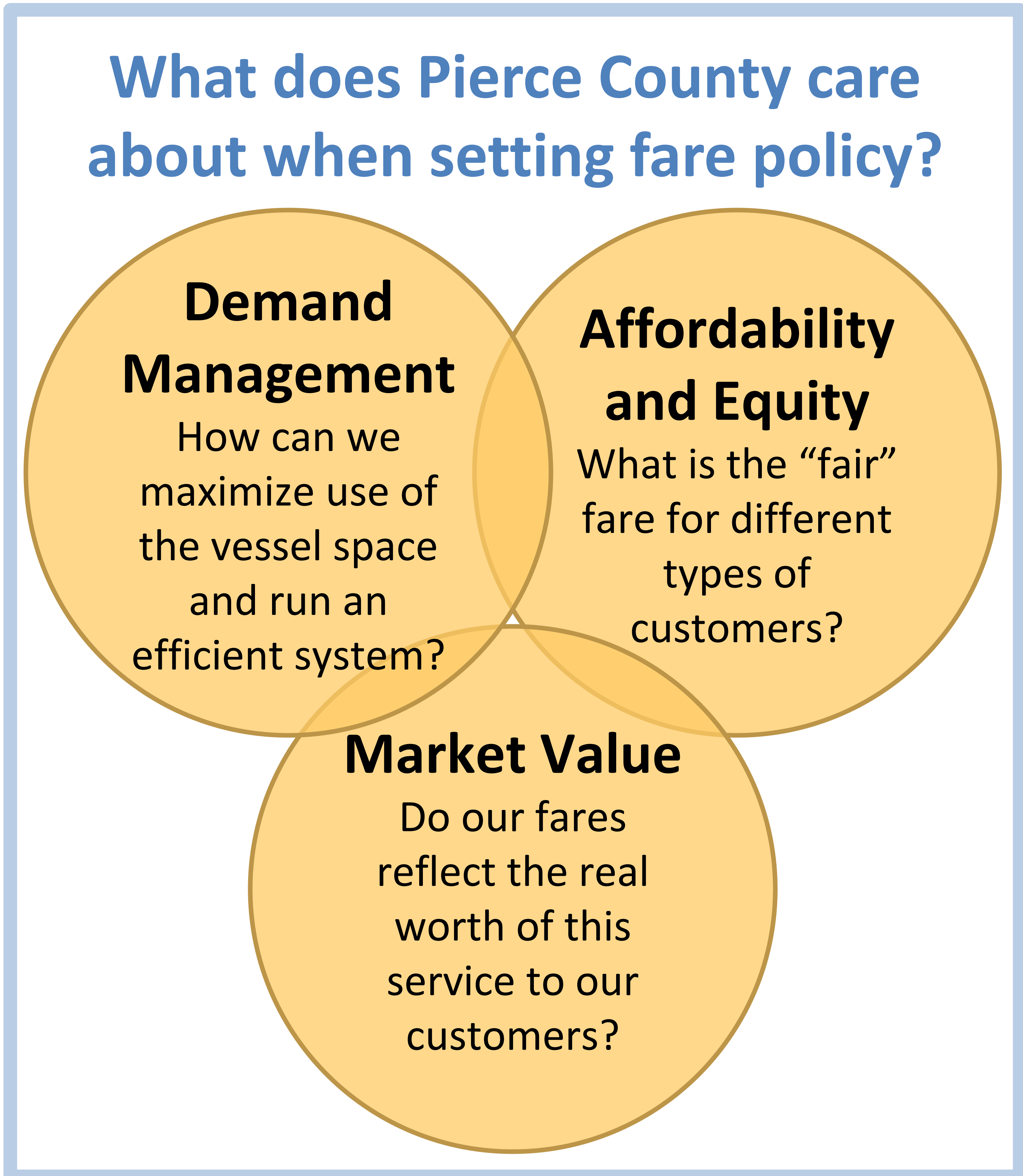
How much of the fare target should different types of customers pay according to:

- Whether they travel as a passenger or drive-on?
- How old they are?
- How much room the vehicle takes up?
- How often they use the ferry?
- The time of year, week, or day they travel?
- Other criteria?



# FARE POLICY: INTRODUCTION

Today, we are asking for your input on six fare policy issues. They are each important to discuss for different reasons:



	POLICY ISSUE	Demand Management	Affordability & Equity	Market Value
B1	Vehicle to Passenger Fare Ratio	✓		✓
B2	Types of Passenger Fares		✓	
B3	Vehicle Size Fares	✓	✓	✓
B4	Frequent Rider Discount	✓	✓	
B5	Congestion/ Peak Pricing	✓		✓
B6	Monthly Pass	✓	✓	





# FARE POLICY: VEHICLE to PASSENGER FARE RATIO

The full vehicle fare is 3.4 times a full passenger fare and has been that way for a long time. Given that vehicle space is scarce and cars cost more to move than passengers, the study asks:

“What is the ‘fair’ ratio”?



3.4 Passenger fares



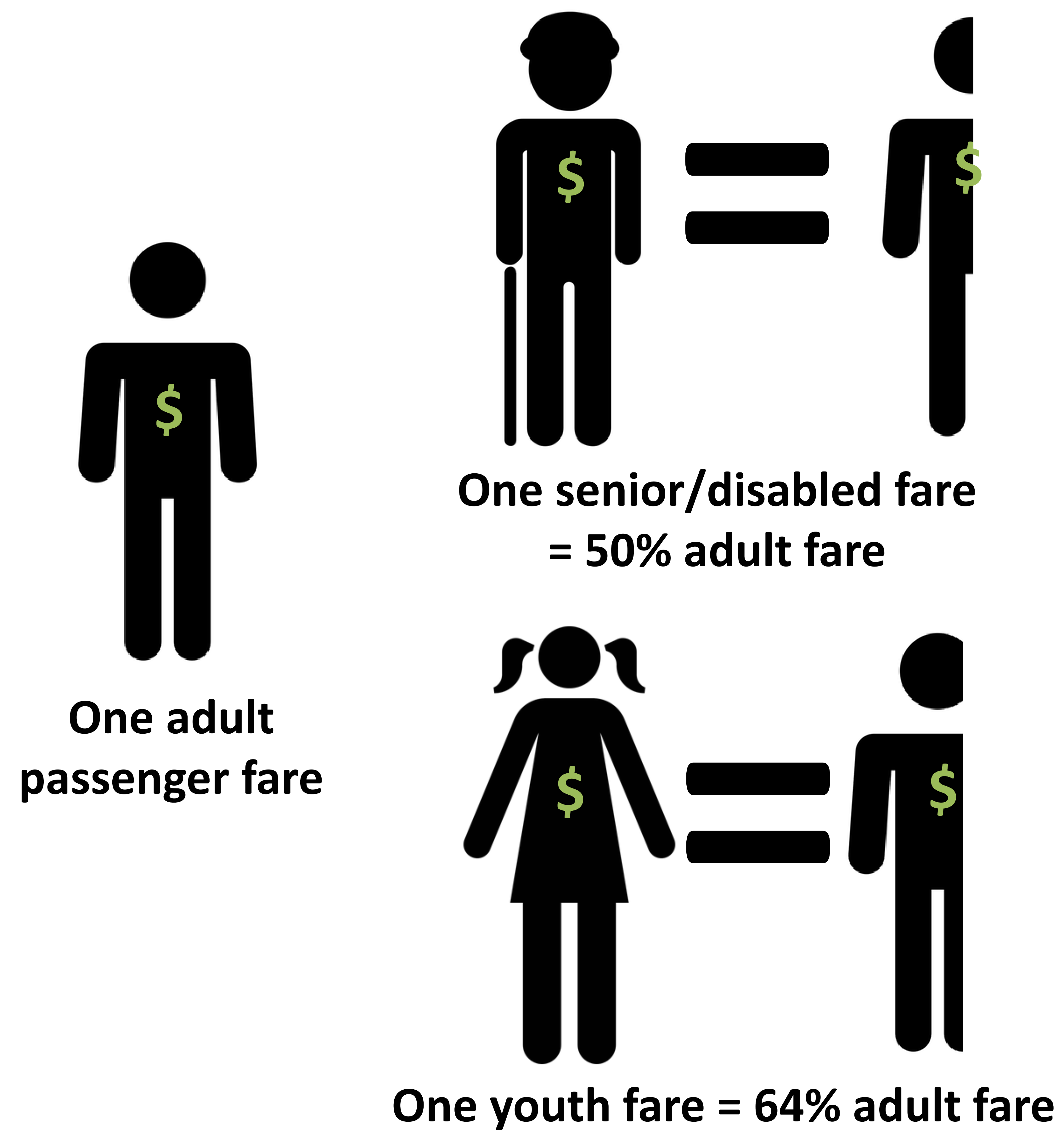
1 Vehicle/driver fare

Note: The same ratio for Washington State Ferry Ratio (Point Defiance-Tahlequah) is 3.40



# FARE POLICY: PASSENGER TYPES

The current passenger discounts are for senior and disabled passengers and youth. The County is required to have a senior/disabled discount of at least 50% in exchange for receiving federal transit grants.



## Comparative Discounts

	Pierce County Ferry	Skagit County Ferry	Whatcom County Ferry	WSF Point Defiance-Talequah
Passenger Fare (Base, RT)	\$5.30	\$2.50	\$7.00	\$5.20
Senior/Disabled (discount)	\$2.65 (-50%)	\$1.50 (-40%)	No special single trip fare	\$2.60 (-50%)
Youth (discount)	\$3.40 (-36%)	\$1.50 (-40%)	FREE	\$2.60 (-50%)

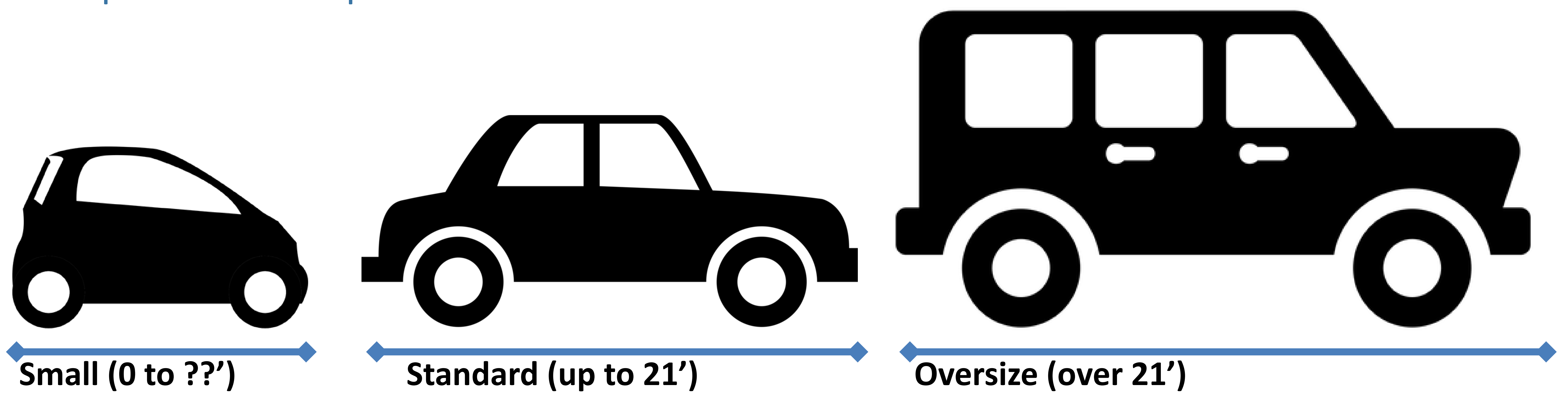
Should any changes be made to the passenger fare structure?





# FARE POLICY: VEHICLE SIZE

The Ferry sells space on the vehicle deck through fares. The Ferry has options to price oversize vehicles more systematically and/or introduce a small car fare so the fare corresponds to the space taken.

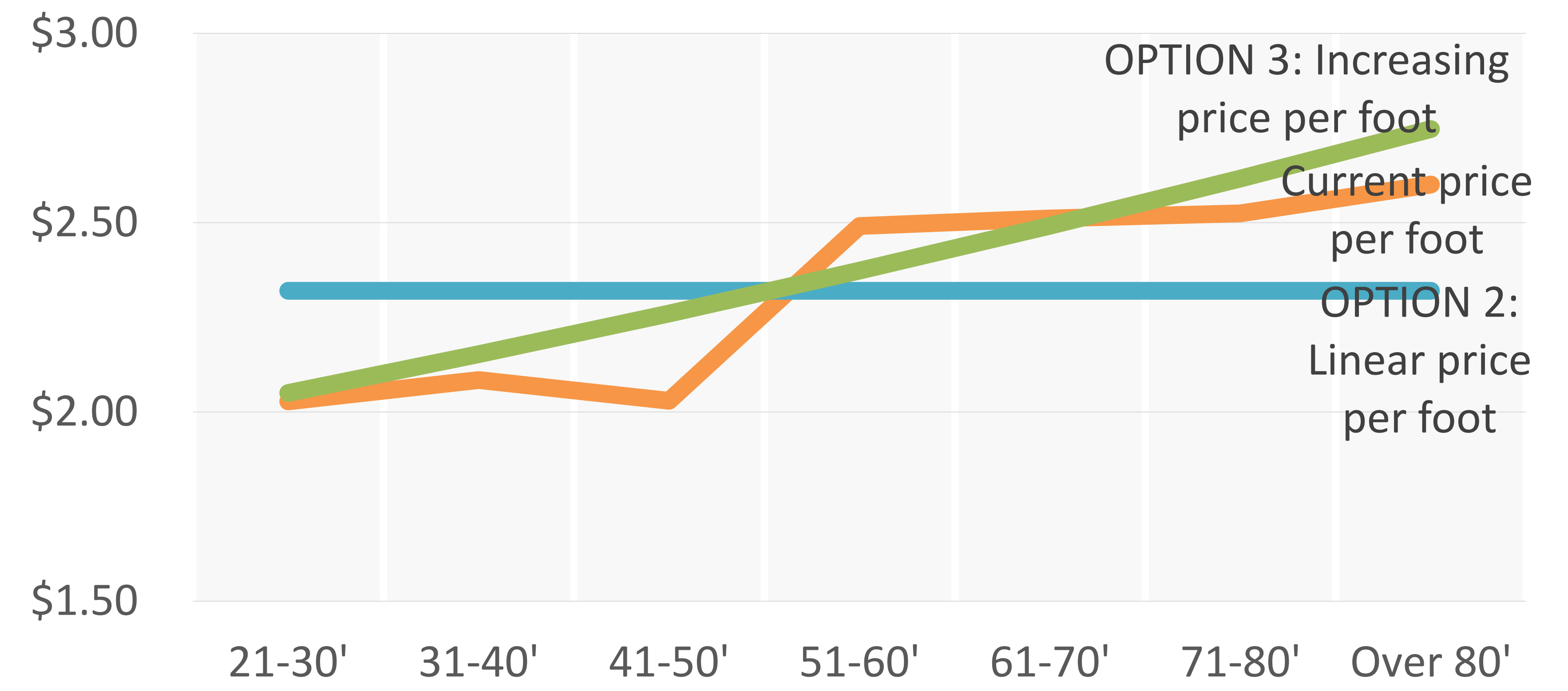


Small vehicle models available (2015)

Vehicle Length (ft)	Count of Car Models Available
10'	1
11'	2
12'	4
13'	11
14'	43
15'	109

Source: Consumer Reports, 2015

Price per foot over 21'



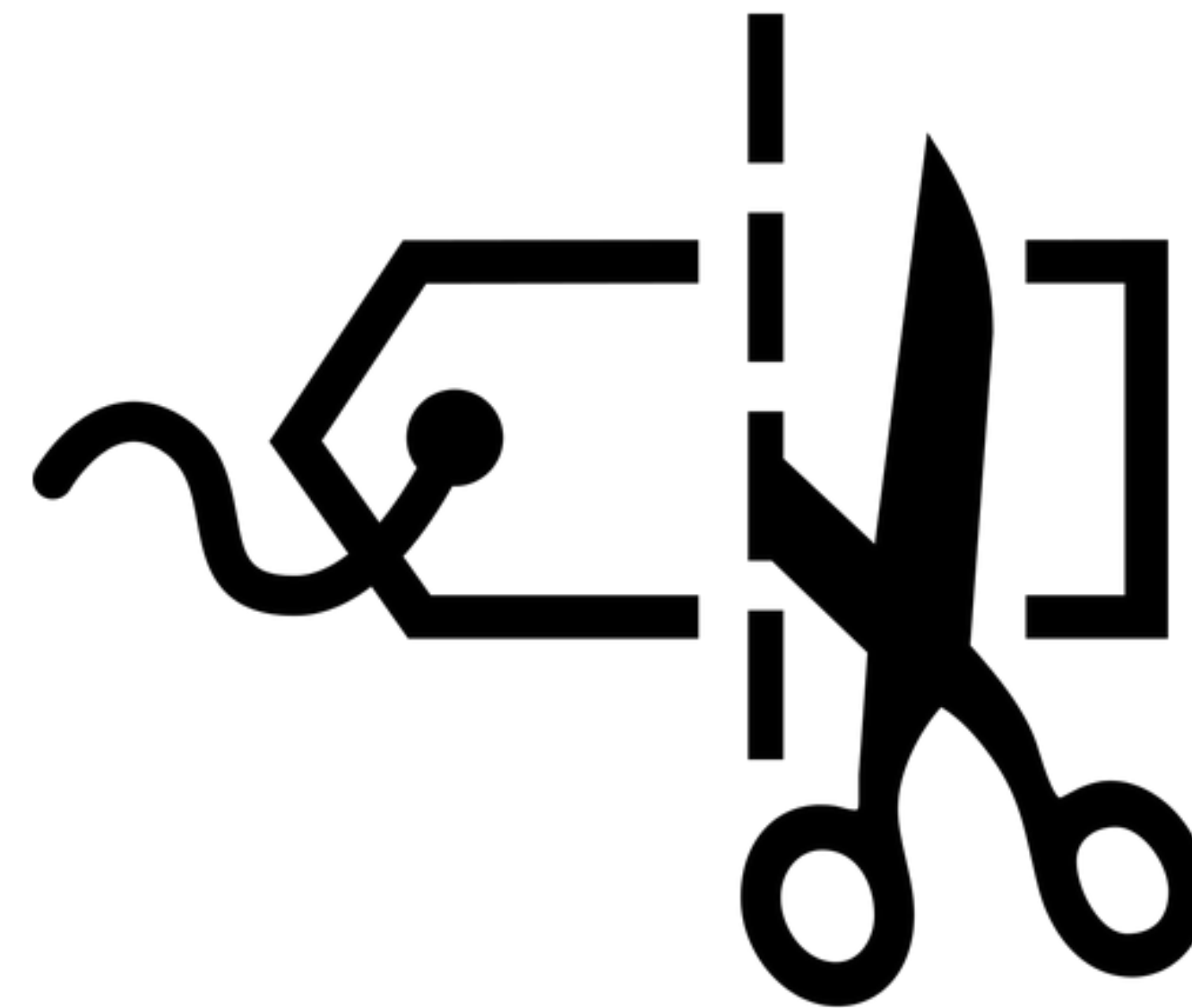
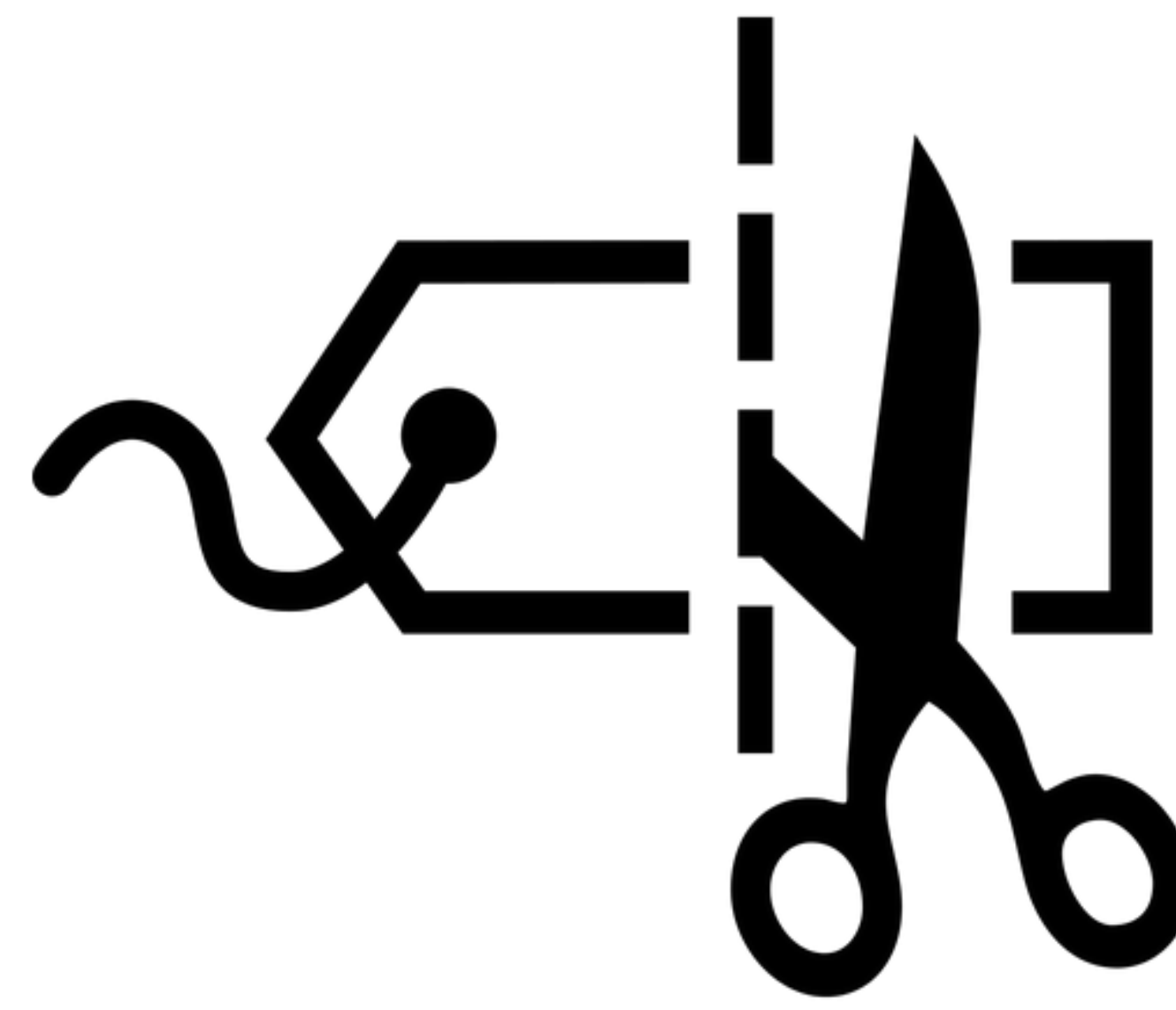
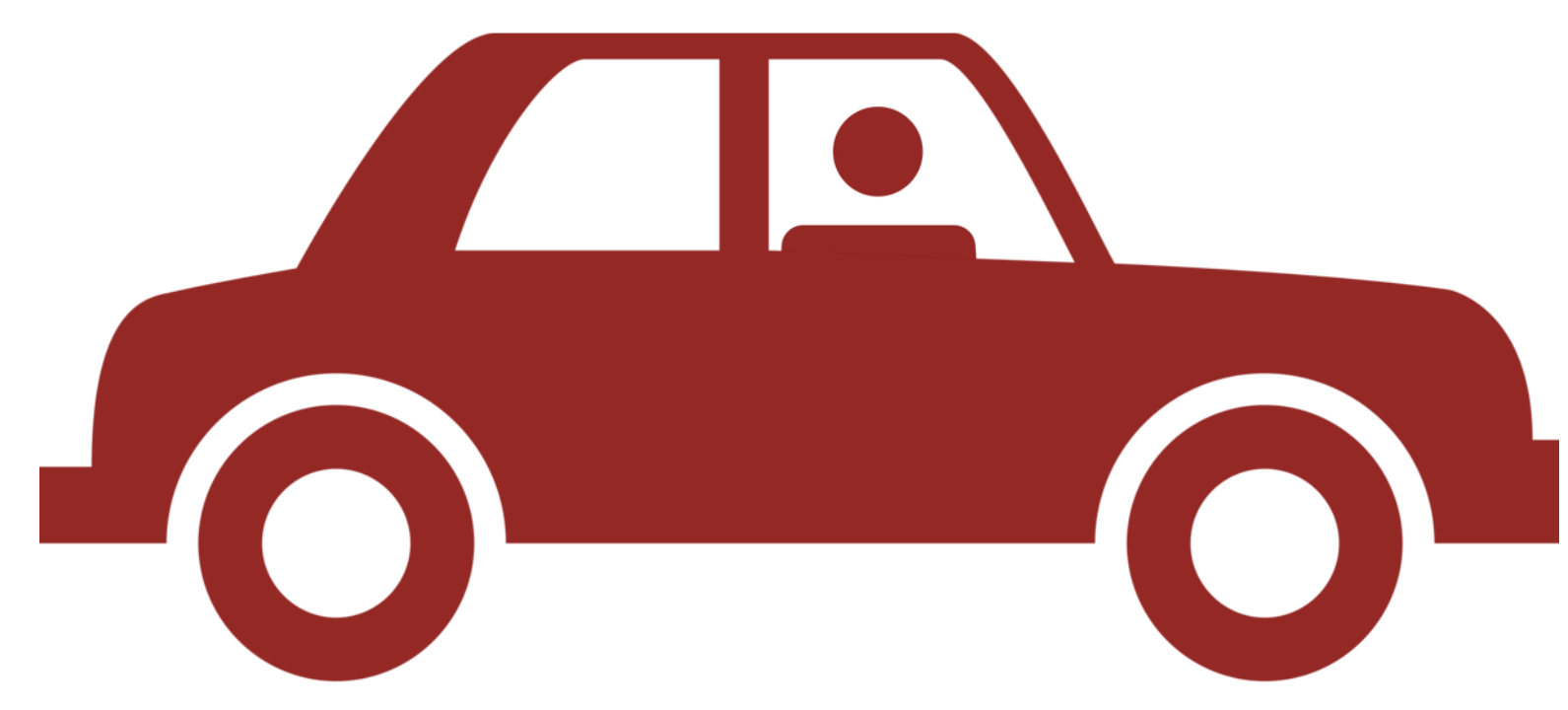
Note: Average cost per foot for standard vehicle ranges from \$0.85-\$1.26 depending on length.



# FARE POLICY: FREQUENT RIDER DISCOUNT

Trips taken in  
40 days:

Discount  
amount:



- The current value pass rewards someone who takes 5 trips within 40 days just as much as someone who takes 20 (using four value passes).
- Ridership on the value pass now makes up 64% of total vehicle travel.

**Should the Ferry reward its most frequent users?**





# FARE POLICY: CONGESTION/PEAK PRICING

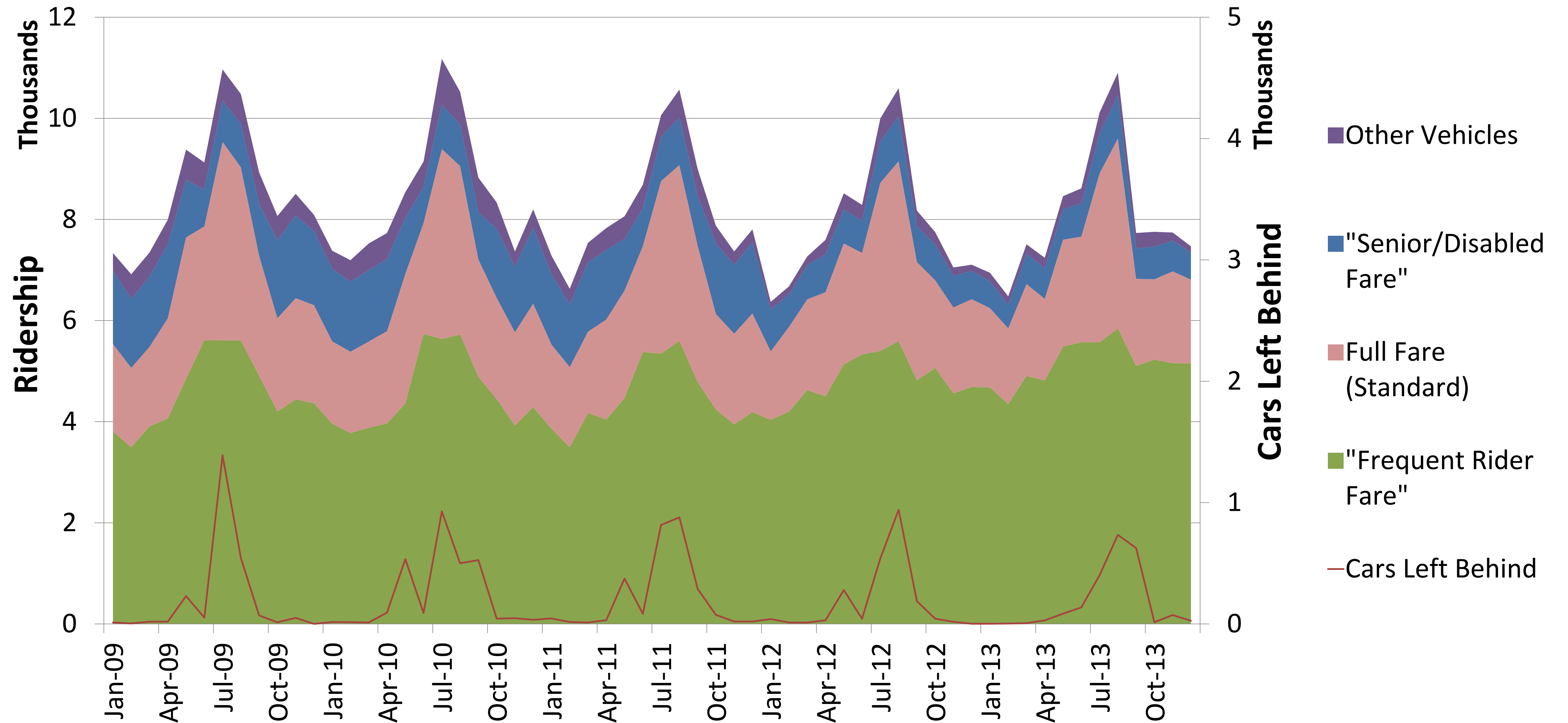
Congestion/peak pricing is one way to smooth out peak demand and encourage people to use less-full sailings.

It can be thought of in three layers:

1. Seasonal (Month of Year)
2. Day-of-Week
3. Time-of-Day

Day-of-week or Time-of-day pricing would not be as effective unless fare collection happened in both directions.

### Monthly Vehicle Ridership (2009-2013)



- Ferry demand exceeds capacity in the summer months (especially July and August), resulting in cars left behind.
- Much of the peak travel uses full fares, though frequent rider value pass ridership peaks as well.

**Should the Ferry change the peak season surcharge?**

**Should the Ferry use pricing to manage demand?**

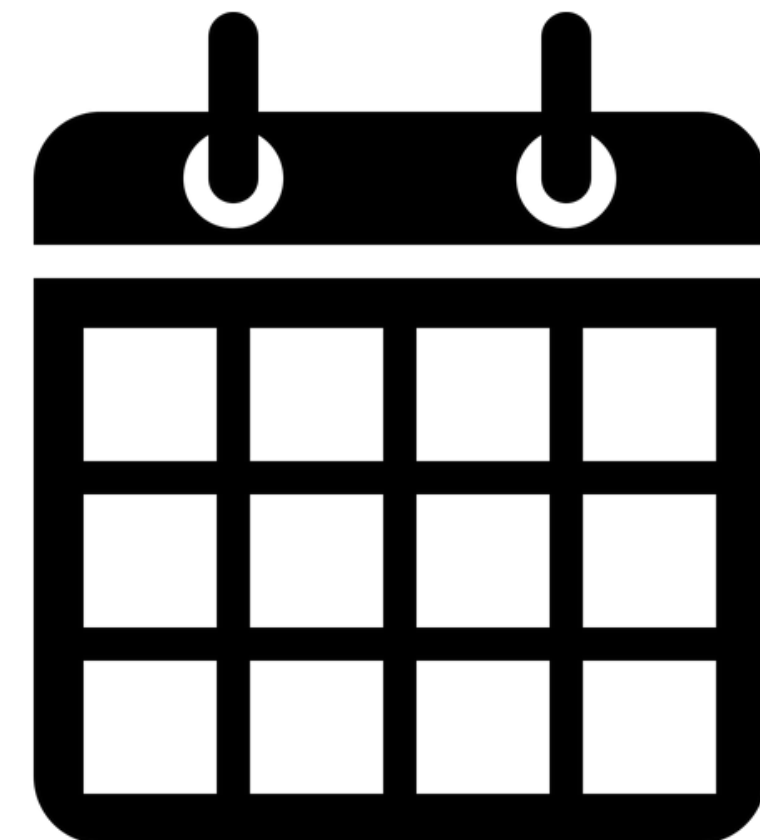




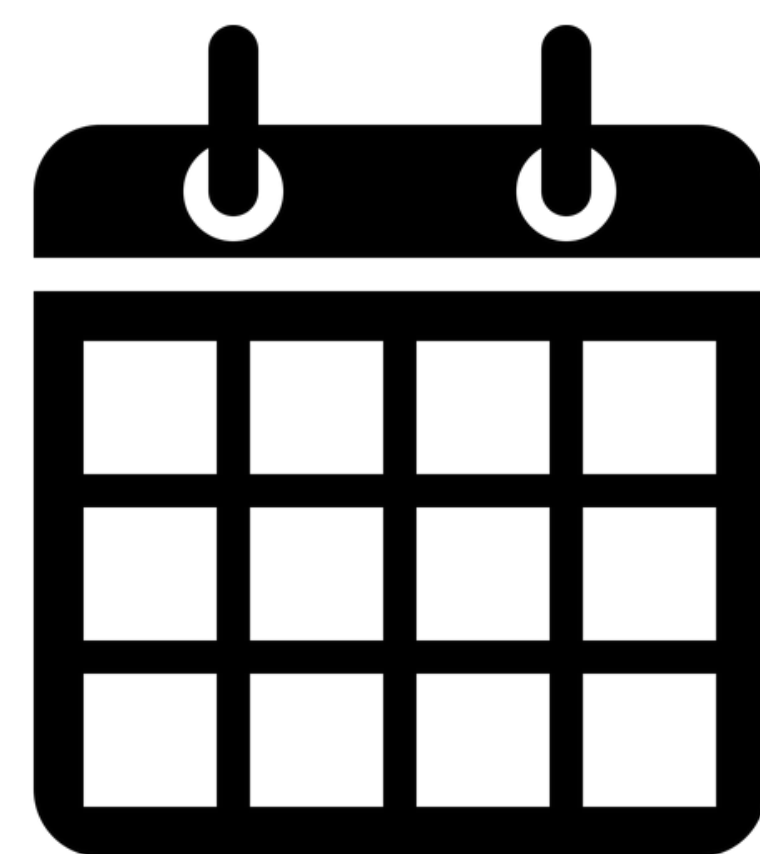
# FARE POLICY: MONTHLY PASS PRODUCT

Monthly passes could be a product specifically designed for frequent travelers and sold by calendar month. A monthly pass product can be structured in many ways.

## Passenger Monthly Pass



## Vehicle Monthly Pass



## Issues to Consider

- **Operations**
  - How to identify pass holders
  - How to sell the tickets
- **Pricing relationship to other products**
- **Potential for sharing or abuse**
- **Potential to make peak travel “pinches” worse** (vehicle monthly pass especially)
- **Potential to encourage passenger ridership** (carsharing, family trips, walk-ons) (if passenger monthly pass only)

Should the Ferry consider a monthly pass? How should it be structured?  
If it's offered at a discount, who pays for the discount?