

Vehicle Reservation System

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April 16, 2013

Vehicle Reservation System Goals

- **The system must work for WSF Customers**, being easy to use and offering an adequate degree of predictability, spontaneity, and flexibility.
- **The system must work for Ferry Communities**, reducing the negative impacts of queuing outside the terminal and allowing WSF customers and local residents to access local businesses and reduce congestion in residential neighborhoods.
- **The system must work for WSF**, recognizing the unique circumstances of its different routes, helping the agency manage demand, improving asset utilization, and responding to legislative direction.



Vehicle Reservation System Overview

Phase 1 – Enhance Current System (2009-13)

- System design and testing
- New website for making, changing, and cancelling reservations
- Premier, Executive, and Universal account programs available for frequent users

Phase 2 – San Juan Islands (2013-15)

- Reservations extended to San Juan Islands
- Terminal improvements to San Juan Islands
- System-wide reservations for commercial account customers

Phase 3 – Central Sound (2015-19)

- Reservations extended to Central Sound commuter routes
- New signage at and leading to terminals

Budget by Biennium (in thousands)

	'09-'11	'11-'13	'13-'15	'15-'17	'17-'19	Total
Phase 1	\$815	\$4,315				\$5,130
Phase 2		\$536	\$3,437	\$80		\$4,053
Phase 3				\$4,961	\$1,778	\$6,739
Total	\$815	\$4,851	\$3,437	\$5,041	\$1,778	\$15,922

Phase 1 - Overview

2012 Go Live:

June 4 Website went live

June 17 Redemption began

Save A Spot Features:

- Multiple methods for managing reservations
- Refundable deposits that apply to the fare price
- Different account types
- Flexible change and cancel policies
- Improved customer communication



Stakeholder Involvement

Solicited input and feedback from staff, community members, and customers in the development of system requirements, processes, and policies.

- Port Townsend/Coupeville Partnership Group
(22 members: politicians, businesses, FAC, commuters, and other customers)
- WSF Business Stakeholder Group
(Accounting, Customer Service, Operations, and Revenue Control)
- Terminal Staff
(Port Townsend/Coupeville & Anacortes)



Account Types

Accounts	Description	Benefits
Guests	Infrequent users who do not wish to open a WSF reservation account.	<ul style="list-style-type: none">• Single reservations
Universal	Allows customers to create a profile for faster transactions (personal info, credit card, vehicle size).	<ul style="list-style-type: none">• Faster transactions
Premier	Frequent users who travel on the Port Townsend-Coupeville route using a multi-ride revalue card (at least 10 trips each 90 days).	<ul style="list-style-type: none">• No upfront deposit• Billed for no-show• Use multi-ride frequent user discount card for travel
Executive	Customers who have an active WSF Business Account.	<ul style="list-style-type: none">• No upfront deposit• Billed for no-show

Phase 1 – Reservations Made

June 2012 – March 2013

Accounts	Reservations Made	Customer %	% Made On-Line*
Guests	132,255	74%	82%
Universal	15,740	9%	97%
Premier	4,586	3%	97%
Executive	25,085	14%	82%
TOTAL	177,666	100%	84%

*Based on past 6 months after major website enhancements were made. First 4 months had 74% of reservations made on-line.

- Minimizing WSF customer service impacts

Phase 1 – Reservations Available vs. Taken

June 2012 – March 2013

Accounts	Space Available	Taken
Anacortes	Int'l: 100%, SJIs: 80%	17,936
San Juan Islands	80%	6,764
Sidney B.C.	100%	15,316
Port Townsend – Coupeville	50-60%	104,496
TOTAL		144,512

Port Townsend/Coupeville:

- Show ratio of 60% has increased to 86% due to required deposit
- WSF carried 3% more vehicles in 2012
- The number of overloaded sailings decreased by 18%

How is Save A Spot Working For Our Customers?



84% found the website easy to make a reservation



"We had never traveled with Washington State ferries, and we were delighted with it from start to finish! The online site was extremely easy to use... and the employees were very friendly"

92% rated check-in experience as good or excellent



Phase 2 – San Juan Islands

- Go-Live: Fall 2014
- Established our San Juan Islands Partnership group. We have met 4 times.
- Currently designing system requirements for software development and our terminal improvements.
- Development and construction will begin July 1, 2013.



Phase 2 – Save A Spot Features

- Mobile website
- Real-time terminal conditions available to customers with or without reservations.
- Premier program that will meet the needs of San Juan Island residents and frequent users.
- Automated counting of vehicles in the San Juan Islands.

Questions?

For more information on the Vehicle Reservation System,
please contact:

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