

Guemes Ferry Ticketing

Vision, Strategy and Blueprint Discussion

May 11, 2018

Purpose & Agenda

Purpose

- Solicit input on vision, strategy and plan for ticketing solution(s)

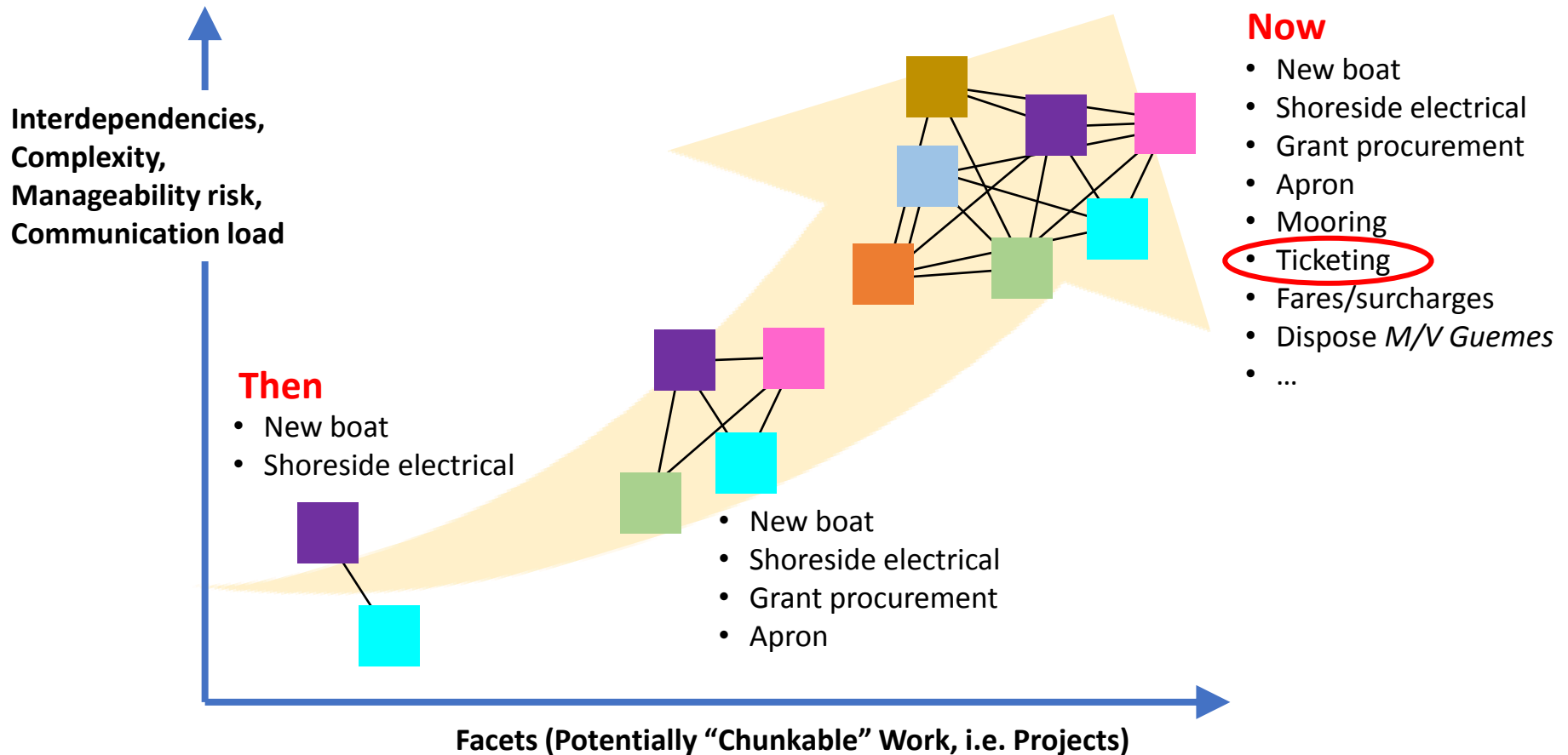
Agenda

- Present some initial thoughts (10 min)
 - + Ticketing in context
 - + Vision
 - + Analysis
 - + Strategy
 - + Blueprint
- Discussion and feedback (15 min)
- Next steps (5 min)

Context

Managing as a Program

Ticketing is One of Many Interconnected Projects



Glosten's Key Deliverables

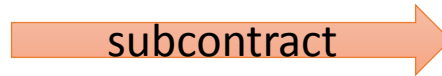
Focused on
the new boat

- Vessel Capacity Study
- Concept Design Report

Everything
else, and
“big picture”

- Transportation System Assessment
 - + Shoreside infrastructure
 - + Ferry terminal operations
 - ...
 - **Ticketing**
 - ...
 - + Total system throughput
 - + Ferry design alternatives
 - + Emergency services
 - + Environmental considerations

subcontract



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“Land Facilities Impact Study”

- Vehicular and Pedestrian Service Demand and Analysis
 - + Vehicle queues
 - + Pedestrian waiting area demand
 - + Parking demand
 - + Suggested facility improvements
- Ticketing System Analysis
- Analysis of How to Improve the System Without Infrastructure

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Ticketing Recommendations

- Complete the ticketing operation prior to the beginning of the ferry loading process.
- Eliminate the need for the ticket agent to carry cash to facilitate cash transactions during the ticketing process.
- Eliminate the need for patrons using credit cards to exit their vehicle and enter the terminal to process credit card payments.
- Separate trucks, RV's and cars with trailers from passenger cars in the waiting area.

Recent Ticketing-Related Efforts

- Ferry building ticket kiosk (circa 2011)
 - + Try → fail → learn occasionally happens. Keep trying.
- Mobile credit card reader (via cellular)
- WiFi installation at Anacortes terminal
- PublicInput.com surveys
- Glosen/DN Traffic Consultants, Inc. analyses
- Identifying various “ticket tech” trials underway elsewhere
 - + WSDOT Good to Go adaptation for WSF
 - + Bytemark TransitGO Mobile App for Seattle transit

Ticketing is Itself a Program

- Example projects:
 - + Install WiFi
 - + Mobile credit card transactions
 - + Web storefront
 - + Self-service kiosk(s)
 - + Apple Pay et al
 - + Good To Go or similar
 - + Better signage
 - + Lane/staging modifications
 - + ...
- We need a blueprint!
 - + Which to do?
 - + In support of what goal(s)?
 - + In what order and on what timing?
 - + How?

Defining the Ticketing Program

Stakeholders

- Customers/riders
- Ferry staff & management
- Public Works accounting office
- Vendors/Consultants
- External partners (Skagit Transit, other operators, etc.)
- Others?

**FOCUSED
DISCUSSION**

Vision for Guemes Ferry Ticketing











- Perceived as a natural, familiar, effortless process
 - + For patrons (all demographics)
 - + For crew/staff
- Flexible: ways to pay, when to pay, etc.
- Facilitates on-time sailings (off the critical path)
- Scales to volume and fare categories
- Secure, private, accessible, controlled, auditable
- Contributes to (anonymized) business intelligence
- Affordable solution(s)
- ...

Analysis Tasks

(Perform Ourselves, or Paid Consultant?)

- Literature review
- Peer review
- Input from experts and patrons
- SWOT (strengths, weaknesses, opportunities, threats) analyses, or similar
- Strategy development
- Discovery and winnowing of solution candidates
- RFQ preparation

Strengths & Challenges

Item	Patrons	Staff
Significant, core group of experienced riders		
Reasonable flexibility over staffing levels		
Some budget allowance for ticketing solution(s)		
Sales happen both inside (credit, punch) and outside (cash, check, single)		
Current credit card processor in terminal is very slow		
Credit card sales increasing, but cash is faster (so far)		
Pursers must walk around with cash		
Large accounting effort to (manually) track ticket sales		



- Strength














- Challenge that has some effect on the operation









- Challenge that has a major effect on the operation

Strengths & Challenges

Item	Patrons	Staff
Current spreadsheet systems are rudimentary, don't scale well		
Ticket prices must round to nearest dollar		
No current option to buy tickets online or via smart phones		
Too many ticket options (fare categories)		
Punch card use (vs. single tickets) lower than hoped		
Ticketing projects add to already-heavy project management load		
Appealing to all demographics will add complexity (tech savvy requirements)		

**LIGHT
DISCUSSION**

Strengths & Challenges

Item	Patrons	Staff
Bigger boat means more riders/tickets to sell		
A dedicated ticket seller could add to the cost of the operation.		
Removing the Purser all together might not work for our demographic, but could cut staffing costs.		

Market Opportunities

Examples

- App for smart phone (folks buy their own tickets & show them to the Purser to validate, like King County metro).
- WSDOT-like flex pass or good to go passes, for island residents
- Ticket machine (like the one we tried; similar to subway tickets).
- Online retail programs & ticket scanners (similar to Amtrak and airlines).
- Ticket booth (all ticket sales in one centralized location).
- Amazon for online sales?

Strategy Elements

- Simplify before automating, where possible
- Maximize self service
- Maximize cashless
- Decouple sales from admission/loading
- Buy (or subscribe to) turnkey, mainstream, interoperable solutions (vs. build)
- ...

Upcoming Projects

Near term (2018)

- Finish/tune terminal WiFi
- Mobile credit card sales – App for smartphone & tablet
- Swipe Simple – Central Payment

Mid-term (2019)

- Simplify fare schedule – fewer fare categories
- Build our ticket inventory in the App
- Incorporate online ticket sales
- Hire consultant for long-term solution

Topic Closure & Next Steps

- Incorporate today's feedback into the vision, strategy and plan
- Continue analysis and due diligence
- Commission/finish the initial project(s)
- Monitor the program
 - + Help the project(s) remain unstuck
 - + Be ready to adjust the blueprint (things will change)!
- Keep communicating