

# Guemes Ferry Operations and Service Analysis

**GIFC Meeting**

**October 3, 2019**

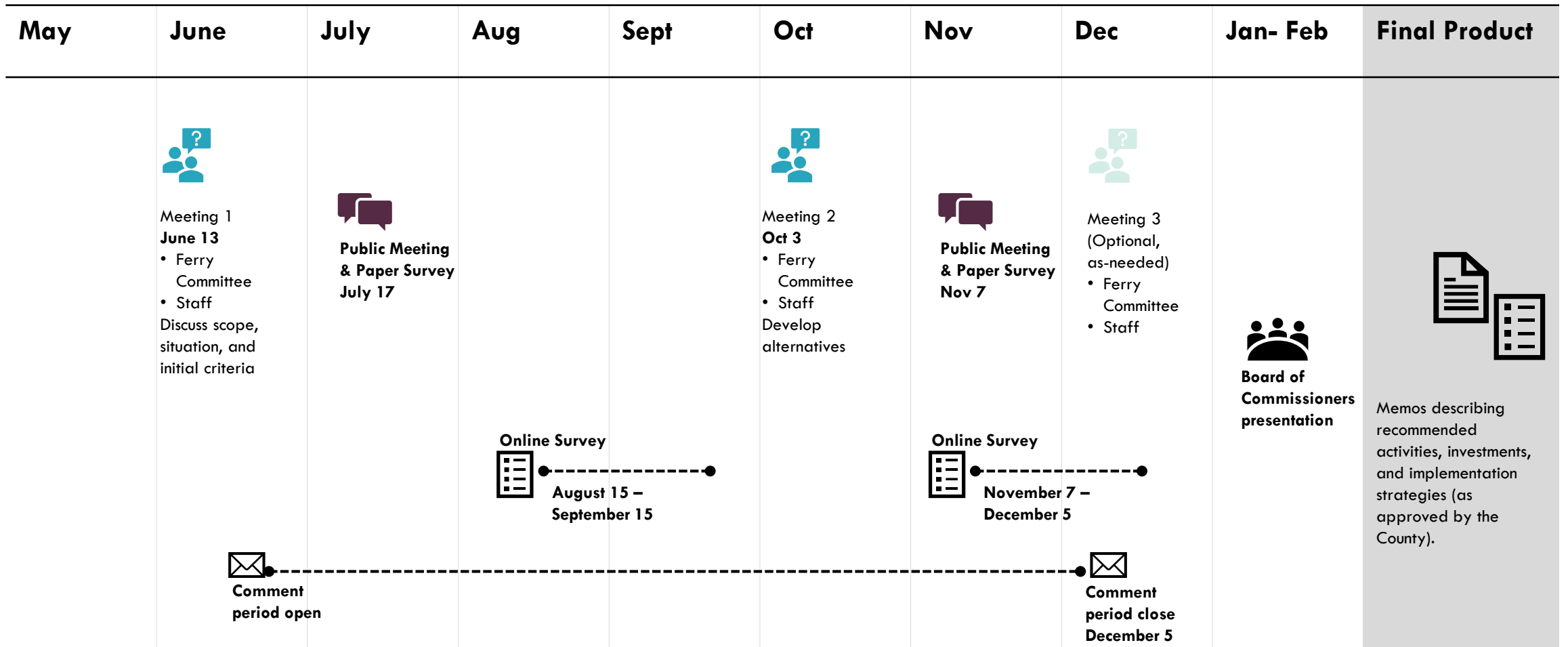


**kpff**

**BERK**

# Study Overview and Agenda

# Scope and Updated Timeline



# Public Input

---

- Two public meetings
  - July 17
  - November 7
- Study website
  - <https://publicinput.com/guemesferry>
- Email comments open now: [ferrycomments@co.skagit.wa.us](mailto:ferrycomments@co.skagit.wa.us)
  - Comments will close December 5, 2019 for final report production.
  - Final report will include compiled comments and responses.
- Online surveys
  - On <https://publicinput.com/guemesferry>
  - Options and Criteria survey: August 15 – September 15.
  - Draft Packages and Service Objectives survey: November 7 – December 5.

# Operations and Service Study Process

---

- Study will provide two investment alternatives and consider no action:
  - Minimum Investment Package
  - Additional Investment Package
- Skagit County Public Works will make a recommendation based off the findings of the study.
- Skagit County Board of Commissioners will make the final decision.

# Study Content

---

- Introduction: Policy Context and Plan Scope
- Process Overview
- Situation Assessment
- Ferry Service Objectives
- Proposed Packages and Implementation Steps
  - Minimum Investment
  - Additional Investment

# Outline for Today

---

1. Survey summary
2. Draft service objectives
3. Options explored

# Survey Summary



# About the Survey

- Two surveys are planned as part of the operations and service study survey.
  - Options and Criteria: August 15 – September 15
  - Draft Packages and Service Objectives: November 7 – December 5
- The Options and Criteria Survey echoes questions asked at the July 17 public meeting, with the goal of reaching a broader audience.
  - The online survey was pre-tested with 10 individual users with a range of ages, computer experience, and awareness of ferry issues, using multiple devices.
- Information from the online and paper versions are included in this section.

## Options and Criteria Input

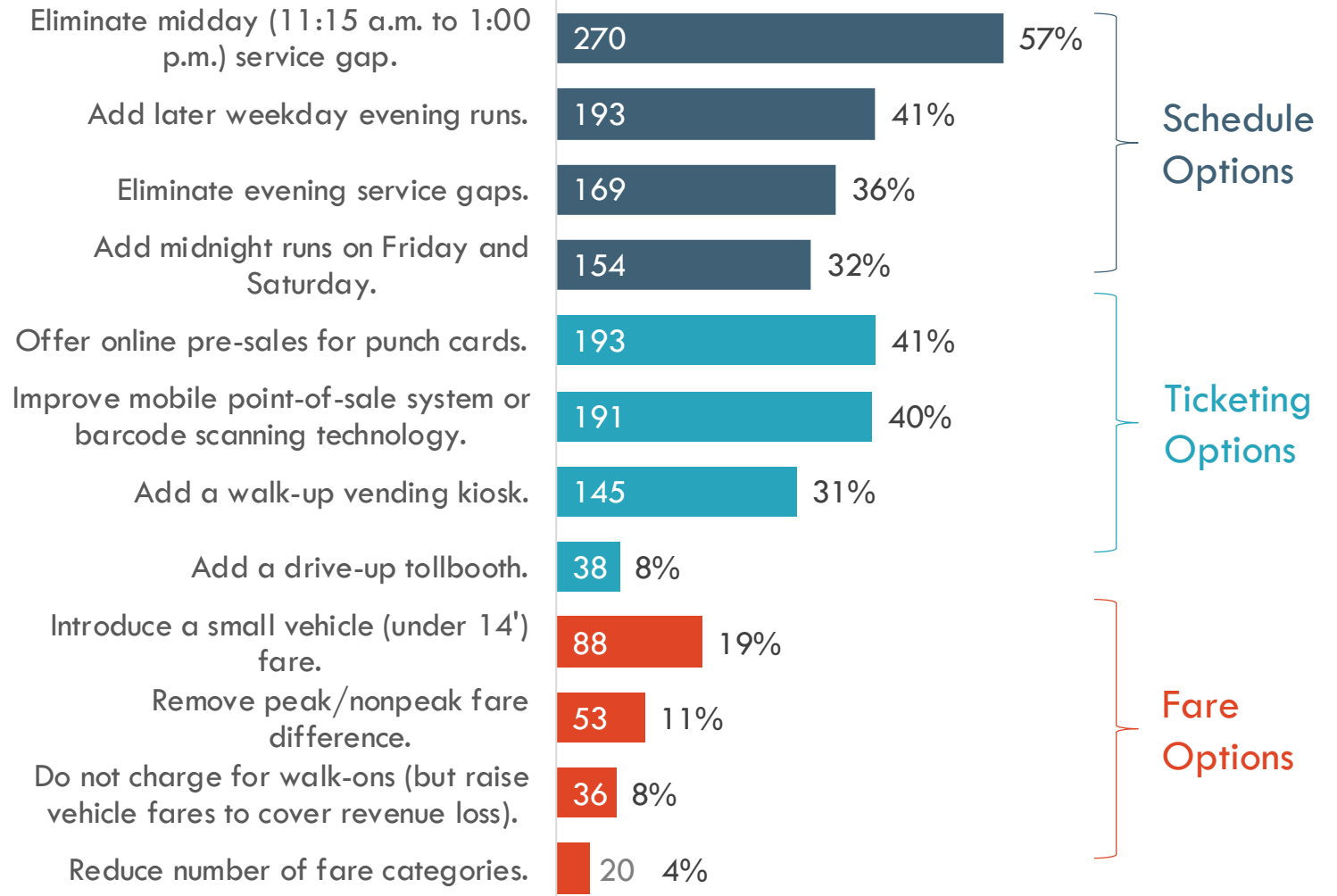
	Public Meeting	Online Survey
<b>Dates</b>	7-17-2019	8-15-2019 to 9-15-2019
<b>Respondents</b>	35 of 57 meeting attendees (61%)	537
<b>Residents</b>		
• <b>Full-time</b>	27 (77%)	52%
• <b>Part-time</b>	4 (11%)	25%

# What options should we analyze further? (n=475)

## Top Choice by Theme

- **Eliminating the midday service gap (57%)** was the most popular schedule option selected.
- **Online pre-sales for punch cards (41%)** was the most popular ticketing option for further analysis.
- **A small vehicle fare (19%)** was the most common fare option selected.

## Options (grouped by theme)



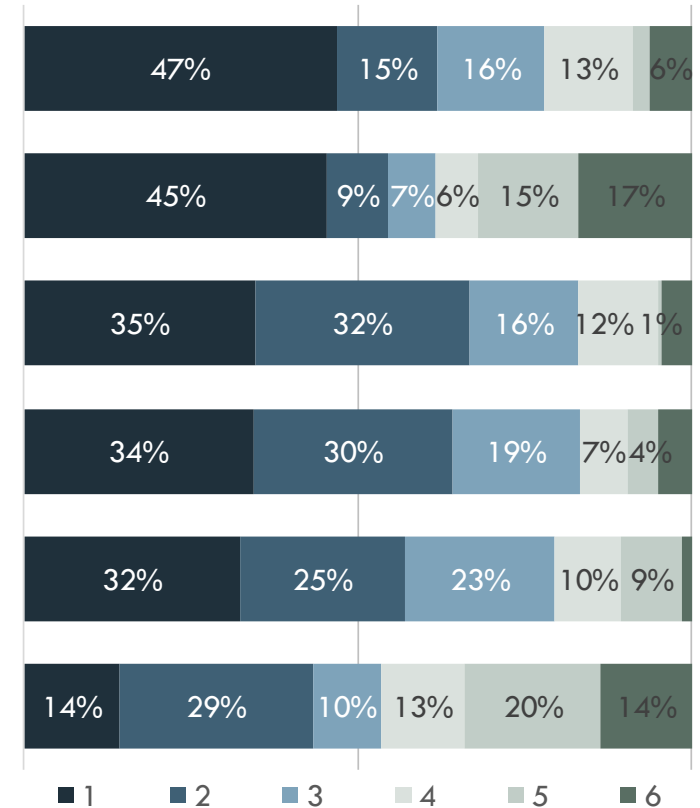
# How should we prioritize among these criteria?

- The Guemes Island Ferry community is willing to **make capital investments** and accept "the inconvenience" of ferry living.
- However, they would prioritize **keeping daily fares lower and eliminating service gaps.**

## Higher Priorities

- Set fares to cover increased service (adding runs, eliminating schedule gaps, improving ticketing, etc.). (n=158)
- Keep fares low (only consider low cost service improvements). (n=141)
- Improve predictability (on-time sailings, consistent sailing schedule, fewer unanticipated shut downs, etc.). (n=159)
- Increase throughput (the number of cars and people that can be moved to meet the service schedule). (n=137)
- Improve convenience (vehicle queuing, ticketing, loading). (n=142)
- Keep capital investment low (ticketing technology, ticketing booth or kiosk(s), parking improvements, etc.). (n=118)

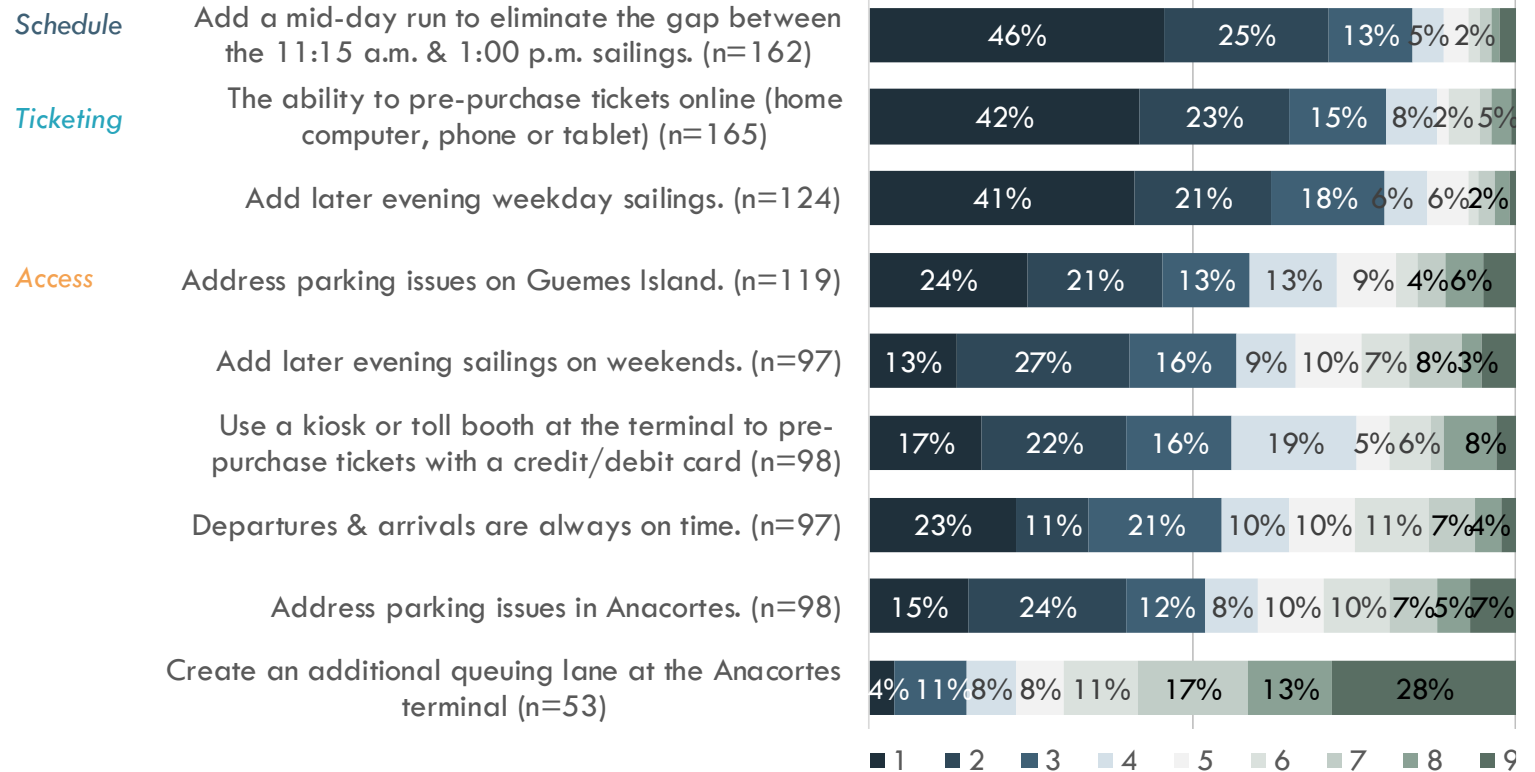
## Lower Priorities



# If you were prioritizing how to spend the ferry system budget, what would be your goals?

- **A mid-day run to eliminate service gaps** was ranked as a top goal of 46% of respondents.
- **Pre-purchasing tickets** was ranked as a top goal of 42% of respondents.
- **Guemes Island parking** was the highest ranked access issue and a top goal of 24% of respondents.

## Theme



# Ferry Community Conversation: Schedule

---

## No more sailings

- “Please do not add any more sailings. **A little inconvenience is part of island living....** Those of us who have chosen to live here have thereby chosen to live with some inconveniences and unpredictability. That is part of the deal, so please, no additional sailings.”
- “We do not need another extension of runs during weekday nights. The change from 6pm to 8:30pm has created a tremendous population increase already on the island. **When people move to an island, they should not expect the same services they had while in the city.**”

## More sailings

- “We just need reliable service which we already get for the most part so **later runs and fewer gaps would address most of what we need right now.**”
- “I work in Anacortes and rarely get to go home during the week even if I get off at nine. **We need later runs during the week. I should be able to go home after work at nine o’clock** and not have to live out of a bag.”

# Ferry Community Conversation: Ticketing

---

## Ticketing Improvements

- “Create an **online ticket purchase option**. It would speed up loading and ticketing a lot.”
- “Streamline ticketing by collecting board underway.”
- “Consider **smart phone technology** for ticketing for those that have a smart phone.”
- “**Buy your ticket online** and scan it at the dock (like your boarding pass at the airport).”
- “Add QR codes to paper tickets **for easy scanning**.”

## No Ticketing Improvements

- **No comments**

# Ferry Community Conversation: Access/Connections

---

## Invest in Parking

- “**Parking** on Guemes is an immediate problem, as previously indicated.”

## Invest in Transit

- “**Regular bus service** on the island would help. It might create a job for a local? They could be compensated by the Ferry budget. This would save both parking spaces and the atmosphere.”
- “[Add] Guemes **side shuttle**. Have transit bus on Anacortes side always stop nearer the terminal.”

# Draft Service Objectives



# What is a Service Objective?

---

**Service Objectives** are measurable or observable goals for the ferry system to manage toward. They:

- ❑ Define what the public can expect in terms of ferry service.
- ❑ Are a basis for data-driven decision-making at the County.
- ❑ Can “trigger” action or signal when things are not working as expected.

# Service Objectives Examples

Throughput/Schedule	Fares	On-time Performance	Public Interaction
<ul style="list-style-type: none"> <li>• <i>“Maintain ferry capacity at 100% peak winter weekday demand,”</i> Pierce County Ferry.</li> <li>• Operating cost per passenger mile within 5 percent of plan (\$1.33 in 2018), WSF.</li> <li>• <i>“In 2014, OSTC established a long-term, reasonable and sustainable traffic target to carry 87,000 vehicles and 226,000 passengers per year. These targets were developed based on the existing ship capacity and operating schedule, as well as historical experience”</i> Owen Sound.</li> </ul>	<ul style="list-style-type: none"> <li>• Lake Champlain ferry commuter cards are available at 30% off the standard rate.</li> <li>• <i>“Youth and Seniors receive a 50% discount off full the adult fare when using a Ferry Ticket or using Clipper”</i> Golden Gate Ferry.</li> <li>• 80% Farebox recovery, WSF.</li> <li>• 55% Farebox recovery, Whatcom County.</li> </ul>	<ul style="list-style-type: none"> <li>• Percentage of planned ferry runs completed as scheduled will be more than 95%, NC Ferry Division.</li> <li>• 95% on-time performance, WSF.</li> </ul>	<ul style="list-style-type: none"> <li>• Passenger satisfaction with interactions with ferry employees, WSF.</li> <li>• Passenger satisfaction of 90% for requests for assistance, WSF.</li> <li>• 90% passenger satisfaction of cleanliness and comfort of vessels and terminals, WSF.</li> </ul>

# Options Explored

# Options for Improving Operations and Service

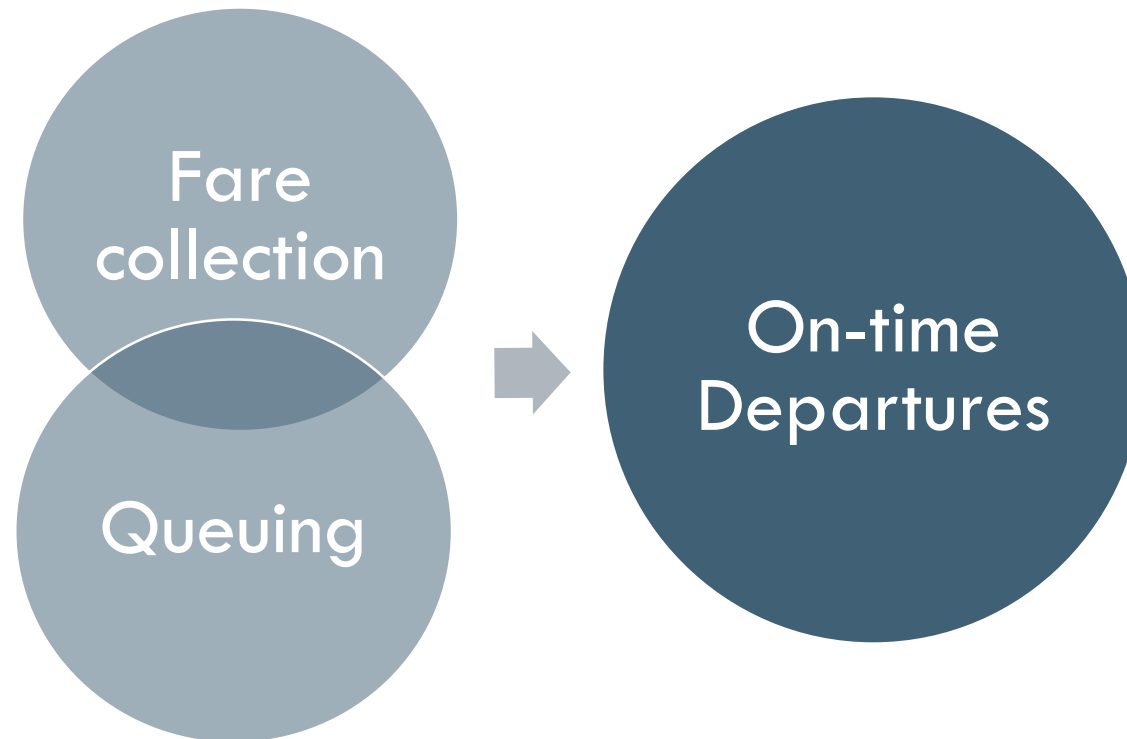
---

- On-time departures:
  - More efficient loading
  - Faster fare collection
- Additional sailings:
  - Mid-day
  - Later evenings
- Better access to/from ferry
  - Parking
  - Transit options
- Modify fare categories

# On-time Departures

---

**Fare collection** and the design of **queuing** are interrelated and contribute to on-time departures.



# On-time Departures: Fare Collection

*Reduce cash transactions with technology investments and/or pre-purchasing tickets.*

TVMs



Mobile App/  
Online



Smartcard



Tollbooth



# On-time Departures: Fare Collection

	No Action	TVM	Mobile App/Online	Smartcard	Tollbooth
<i>Opportunities</i>	+ Fewer technological failures	+ Pre-purchase of tickets for all users	+ Pre-purchase available	+ Pre-purchase available	+ Pre-purchase of tickets for all users
	+ No additional cost	+ Cheapest improvement	+ Easy validation	+ Easy validation	
<i>Challenges</i>	- Time for processing all fares	- Subject to technical difficulties	- Subject to technical difficulties	- Subject to technical difficulties	- Staffing the tollbooth
	- Validation	- Additional cost compared to today	- Additional cost compared to today	- Additional cost compared to today	- Additional capital cost
	- Subject to technical difficulties		- Does not accommodate all passenger needs	- Does not accommodate all passenger needs	

# On-time Departures: Fare Collection

	No Action	TVM	Mobile App/Online	Smartcard	Tollbooth
<i>ROM Capital Cost</i>	—	\$10 – 40K per unit \$30 – 120k (3 units)	\$75 – 100k	\$150 – 200k	\$20 – 50k
<i>ROM Annual Ops Cost</i>	—	\$10 – 30K per unit \$30 – 90k (3 units)*	5% fare revenue share*	5% fare revenue share & \$0.05 per transaction	—
<i>Impact to Operations</i>	Same as today	Improvement to current method	Improvement to current method	Improvement to current method	Improvement to current method

\* Does not include credit card transaction fees.



# Modify Fare Categories

	No Action	Eliminate underutilized fares	Introduce small vehicle fare
<i>Opportunities</i>	—	<ul style="list-style-type: none"> <li>+ Streamline collection and backend processes</li> <li>+ Simplify fares before transition to electronic ticketing because each add'l category requires programming costs</li> </ul>	<ul style="list-style-type: none"> <li>+ Support transportation demand goals in plan</li> </ul>
<i>Challenges</i>	Same as today	<ul style="list-style-type: none"> <li>- Transition to new fare categories affect individuals</li> </ul>	<ul style="list-style-type: none"> <li>- Measurement and verification of length with technology</li> </ul>

# Modify Fare Categories

---

	No Action	Eliminate underutilized fares	Introduce small vehicle fare
<i>ROM Capital Cost</i>	—	—	—
<i>ROM Annual Ops Cost</i>	Same as today	Negligible	Unknown, no data on current mix
<i>Impact to Operations</i>	Same as today	Negligible	Negligible

# On-time Departures: Efficient Loading

	No Action <i>Simultaneous loading</i>	2 <sup>nd</sup> Queue Lane	Signage/Wayfinding
<i>Opportunities</i>	+ Faster loading	+ Anticipate faster loading  + Crew would not collect fares on 6 <sup>th</sup> Ave.	+ Provides more information for people unfamiliar with system
<i>Challenges</i>	- Need control for walk-ons and validation	- Crew manage "1 <sup>st</sup> come 1 <sup>st</sup> served"	- Additional capital cost

# On-time Departures: More Efficient Loading

	No Action <i>Simultaneous loading</i>	2 <sup>nd</sup> Queue Lane	Signage/Wayfinding
ROM Capital Cost	Included in vessel replacement <i>May require investment in managing walk-ons</i>	\$10-50k	\$20-40k
ROM Annual Ops Cost	<i>May require investment in managing walk-ons</i>	—	—
Impact to Operations	Improvement to today	Improvement to today	Improvement to today

# Additional Sailings

	No Action	Mid-day Service (a) <i>Default Double-run</i>	Mid-day Service (b) <i>Mid-watch year round</i>	Later Service
<i>Opportunities</i>	+ No additional cost	+ Provides more service	+ Provides more service	+ Provides more service
<i>Challenges</i>	- Schedule remains the same	- Adds operating cost	- Adds operating cost	- Adds operating cost - Subject to additional environmental review

# Additional Sailings

	No Action	Mid-day Service (a) <i>Default Double-run</i>	Scheduled Mid-day Service (b) <i>Mid-watch year round</i>	Later Service
<i>ROM Capital Cost</i>	—	—	—	—
<i>ROM Annual Ops Cost</i>	—	\$25 – 30K	\$120K	\$32 – 37K (4 weekdays) \$17–19K (weekend midnight)
<i>Impact to Operations</i>	Same as today	Improvement to today	Improvement to today	Improvement to today

# Better Access to/from Ferry

	No Action	Parking Structure on Anacortes	Charge for Parking at Anacortes	Resurface + Stripe Guemes Parking	Skagit Transit Service
<i>Opportunities</i>	<ul style="list-style-type: none"> <li>+ Free parking</li> <li>+ No additional cost</li> </ul>	<ul style="list-style-type: none"> <li>+ Additional parking capacity</li> </ul>	<ul style="list-style-type: none"> <li>+ Provides more parking capacity</li> <li>+ Discourages non-ferry users from parking</li> </ul>	<ul style="list-style-type: none"> <li>+ Adds parking capacity</li> <li>+ Improved stormwater</li> </ul>	<ul style="list-style-type: none"> <li>+ Provides another transit option</li> </ul>
<i>Challenges</i>	<ul style="list-style-type: none"> <li>- Limited capacity of parking</li> <li>- Limited bus connections</li> </ul>	<ul style="list-style-type: none"> <li>- Capital cost</li> </ul>	<ul style="list-style-type: none"> <li>- Managing parking enforcement</li> <li>- Must be revenue neutral</li> </ul>	<ul style="list-style-type: none"> <li>- Capital cost</li> </ul>	<ul style="list-style-type: none"> <li>- Capital cost</li> <li>- Limited ridership potential for on-island service</li> </ul>

# Better Access to/from Ferry

	No Action	Parking Structure on Anacortes	Charge for Parking at Anacortes	Resurface + Stripe Guemes Parking	Skagit Transit Service
ROM Capital Cost	—	\$2.5 – 4.0 M (+ ~50 spaces)	\$700k – 2.0 M	\$275 – 325k	
ROM Annual Ops Cost	—	—	\$200-400k	Less than today	
Impact to Operations	Same as today	Improvement to today	Improvement to today	Improvement to today	



# Next steps

---

- Form 2 packages of options:
  - Minimal investment for improving service with new vessel.
  - What is possible with additional investment?
- Evaluate packages for:
  - Benefits
  - Challenges
  - ROM capital costs
  - ROM annual operating cost impacts
  - Consistency with Subarea and Comprehensive Plan