The full RFP is posted on the Transportation Commission's web site: www.wstc.wa.gov

EXHIBIT A
DETAILED WORK PROGRAM

This work program assumes that the consultant will conduct at least two phases of market research, with each phase based on an approved market research plan. The researcher is expected to participate, as directed by the Commission, in outreach to the FACs, WSDOT/WSF, and the JTC policy group in the development of the research plans. Subsequent reviews and approvals by these groups will be done by the Commission.

This work program assumes that the research in phase one will be initiated with qualitative research, which may include focus groups or other small group techniques to determine and explore attitudinal and motivational issues and to form the basis for subsequent quantitative research. As part of the quantitative stage, a subset of users surveyed should be asked questions using an Adaptive Conjoint Analysis (or similar procedure) to determine the trade-off factors that can be used to model projected WSF usage behaviors. The phase one research will result in an on-going panel for use in testing in phase two and in future years.

Proposers may propose an alternative approach, including sequencing, methodologies and techniques that the proposer believes would best answer the central purpose and areas of investigation required.

A preliminary research plan that identifies some of the areas to be researched is provided on page 7.

TASK 1: Establish market research plan

This task will establish the market research plan based on the overall study purpose, which will include: 1) the development of specific general areas of investigation; 2) the development for each general area of investigation specific "to determine" objectives to be achieved by the first phase of market research by market segment and route; 3) proposed research methodology; 4) a budget and 5) schedule for the first phase of research.

The consultant will:

1) Review available information on WSF customers, including origin and destination studies, the 2002 amenities survey, and ridership statistics.
2) Review the 2006 Ferry Finance Study and related legislation.
3) Review the preliminary market research plan (see attached) and add additional elements.
4) Participate as requested by the Commission in outreach to the Ferry Advisory Committees.

5) Coordinate with the JTC's workgroup and WSDOT/WSF on the research plan.
6) Make recommendations on research timing to reach all significant user groups. Recreational riders predominantly use the ferries between May and September.
7) Prepare a final research plan for Commission approval that includes the research objectives by market segment and route. The research plan shall also include:
    a. The sequence between qualitative and quantitative research.
    b. The schedule for conduct of the research.
    c. The budget for each scheduled research activity

Work Product

1. Market research plan for first phase of research

TASK 2: Refine research methodology.

In this task the consultant will refine the research methodology. This will include:

1) For qualitative research, the consultant will identify:
    a. The proposed methodology (i.e. focus groups, in-depth interviews etc.).
    b. The number of focus group sessions (or other qualitative method) to be conducted.
    c. The proposed composition of the qualitative research participants.
    d. The research questions to be answered.
    e. How the qualitative research will be analyzed and reported.

3) For quantitative research, the consultant will identify:
    a. The proposed sample size.
    b. The target respondents and quota groups by consumer segment, travel shed and season.
    c. How a relevant universe of respondents will be located.
    d. The proposed methodology – i.e. phone survey, in-person survey, mail in survey.
    e. The proposed pre-testing of the survey.
    f. The research questions to be answered by the quantitative research.
    g. How the quantitative research will be analyzed and reported, including the number of cross-tabulations.
    h. The statistically valid confidence level to be achieved.

Work Product

2. Refined research methodology for approval by the Commission

TASK 3: Conduct first phase qualitative research

In this task the consultant will conduct the first phase qualitative market research, including:

1) Preparation of focus group discussion guide, which may include route specific questions. The research surveys and questions shall be approved by the Commission before their implementation.
2) The first two focus groups will be used to test the recruiting questionnaire and the discussion guide.
3) The groups will be observed by key stakeholders. Portions of the discussion guide will be open to change as directed by observers during the group as needed.
4) Completion of the first phase qualitative research.

Work Product

3. Completion of the first phase of market research.

TASK 4: Analyze and present results of the first phase qualitative market research.

In this task the consultant will analyze and report the qualitative portion of the first phase of market research, including:

1) A written report providing a summary and detailed results of the qualitative research including information by customer segment and travel route/shed and season.
2) The report shall include both a written overview of key findings, detailing the attitudes and motivational attributes, as well as possible interactions that should be incorporated in the quantitative portion (Task 5).
3) Recommendation on which variables and levels to include in the trade-off/adaptive conjoint portion of the quantitative research.
4) A 30 to 45 minute video of the key findings in the respondents own words (edited from the focus group video tapes) that can be used to share with stakeholders that did not attend the actual group sessions.
5) A presentation to the Commission.
6) Power point and other presentation materials for use by the Commission in making presentations on their own to other interested groups.

Work Product

4. Report of initial qualitative market research results, including findings and recommendations for quantitative research.
5. A 30 to 45 minute video of the key findings.
6. Presentation materials for use by the Commission.

TASK 5: Conduct first phase of quantitative market research

In this task the consultant will conduct the first phase quantitative market research. The quantitative research needs to be projectable to the WSF user population. Types of methodologies may include a mix of on-board intercepts, telephone and on-line surveys designed to provide the most reliable and projectable sample of users and market information.

The quantitative research must also include the development of trade-off factors related to WSF usage. A subset of the users surveyed need to be asked questions using an Adaptive Conjoint Analysis (or similar procedure) to determine the trade-off factors that can be used for modeling projected WSF usage behaviors.

This task will include:

1) Preparation of research survey questions, which may include route specific questions. The research surveys and questions shall be approved by the Commission before their implementation.
2) Pre-testing of the research instruments (5% of total sample shall be used for pre-test purposes – it can be used as part of the regular sample if in the Commissions opinion there are no substantial changes to the question).
3) Adaptive Conjoint Analysis (or similar procedure) to determine the trade-off factors that can be used for modeling projected WSF usage behaviors.
4) Completion of the first phase of the quantitative research.

Work Product

7. Completion of the first phase of quantitative market research.

TASK 6: Analyze and present results of the first phase of the quantitative market research.

In this task the consultant will analyze and report the results of the first phase of the quantitative market research and provide a panel for use in the second phase and future market research. The following must be completed as part of this task:

1) An executive summary that in ten pages lays out the key findings regarding attitudes towards WSF and how the specific factors relate to influence demand.
2) A marketing/operations level report providing a summary and detailed result of the research including information by customer segment, travel route/shed, season, and other variables found to be important to understanding user's motivation and behavioral issues.
3) A detailed cross-tabulation report showing all statistically significant differences in the data by major attribute, customer segment, travel route/shed, season, and other variables found to be important to understanding user's motivation and behavioral issues.
4) The report on the adaptive conjoint analysis showing the factors and their weightings with regards to motivating users behavior by the different user groups.
5) A presentation to the Commission on the non-adaptive conjoint findings.
6) A presentation and working session on the adaptive conjoint findings and how to utilize them in modeling user demand.
7) Power point and other presentation materials for use by the Commission in making presentations on their own to other interested groups.
8) A panel for use in second phase and future market research.

Work Product

8) Report of quantitative market research results.
9) Presentation materials for use by the Commission.
10) Panel for use in second phase and future market research.

TASK 7: Prepare second phase market research plan

This task shall result in a second phase market research plan.

1) The consultant will work with the Commission, the Commission's Ferry Customer Survey Advisory Team, and the JTC workgroup to identify additional research topics based on findings from the first phase of research.
2) Participate, as requested by the Commission, in outreach to the Ferry Advisory Committees.
3) Finalize the second phase research plan for Commission approval.
4) The plan shall include the research objectives by market segment and route. The research plan shall include:
    a. The sequence between qualitative and quantitative research.
    b. The schedule for conduct of the research.
    c. The budget for each scheduled research activity

Work Product

11. Second phase market research plan.

TASK 8: Refine second phase research methodology.

In this task the consultant will refine the second phase research methodology. This will include:

1) For qualitative research, the consultant will identify:
    a. The proposed methodology (i.e. focus groups, in-depth interviews etc.).
    b. The number of focus group sessions (or other qualitative method) to be conducted.
    c. The proposed composition of the qualitative research participants.
    d. The research questions to be answered.
    e. How the qualitative research will be analyzed and reported.

2) For quantitative research, the researcher will identify:
    a. The proposed sample size.
    b. The target respondents and quota groups by consumer segment, travel shed and season
    c. How a relevant universe of respondents will be located.
    d. The proposed methodology – i.e. phone survey, in-person survey, mail in survey.
    e. The proposed pre-testing of the survey.
    f. The research questions to be answered by the quantitative research.

g. How the quantitative research will be analyzed and reported, including the number of cross-tabulations.
h. The statistically valid confidence level to be achieved.

Work Product

12. Second phase research plan for approval by the Commission

TASK 9: Conduct second phase qualitative and/or quantitative market research

In this task the consultant will conduct the second phase of qualitative and/or quantitative market research, including:

1) Preparation of research surveys and/or focus group questions, which may include route specific questions. The surveys and/or questions shall be approved by the Commission before their implementation.
2) Testing of the research instruments as needed.
3) Completion of the second phase of research.

Work Product

13. Completion of second phase of market research.

TASK 10: Analyze and present results of second phase of market research.

In this task the consultant will analyze and report the results of the initial market research, including:

1) Written report providing a summary and detailed results of the research including information by customer segment, route/travel shed and season, including confidence levels.
2) The report shall include summary tables and graphics to convey to a non-technical reader the research results.
3) A presentation to the Commission.
4) Power point and other presentation materials for use by the Commission in presenting the results to interested groups.

Work Product

14 Report of second phase market research results.
15. Presentation materials for use by the Commission.

Example of Preliminary Research Topics

(These preliminary topics by major research area are provided as a guide for proposers and should serve only as an initial starting point)

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
Passenger vehicle drivers (commuter, occasional, business, recreational)		Demographics/Level of Use a. Breakdown of users by route and season i Principle travel frequency: frequent user, occasional user. ii Primary travel mode: private vehicle, vanpool, motorcycle, business vehicle iii Primary travel time: Peak hour, off-peak iv Primary travel purpose: work commute, other business travel, recreation/entertainment, essential personal travel (e.g. medical, family support) b. What are the influences that determine whether a person uses the ferry or (where the option is available) "drives around": i Fare level ii Wait times at ferry terminals iii Congestion on competing land based options iv No car to drive around with, must take ferry v "Drive around" simply too long vi Schedule convenience or inconvenience vii Other	
	Section 5: Pricing o Options for using pricing to level vehicle peak demand o Options for using pricing to increase off-peak ridership.	Pricing Strategies 1. Non-peak fares a. Would having lower fares on non-peak sailings influence drivers to move from peak to non-peak sailings? i. If yes, how large a discount would have to be offered? ii. What would be the effect on time of day sailing decisions? (i.e. move to shoulder or other sailings) iii. What would be the effect on day of week sailing decisions? iv. What is the difference between commuters, occasional customers recreational and business customers? v. Among recreational customers, is there a difference between in-state	Pricing Strategies San Juan Islands Routes a. Do the current reduced summer week day fares influence drivers' choice of sailings? i. If yes, what change is effected at different levels of mid-week discounting? Keystone-Port Townsend Route a. Would lowering the mid-week rate influence recreational customers to

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
		and out-of-state customers? b. Would lower fares on non-peak sailings influence the total number of vehicle trips taken? i. If yes, how many more trips would be taken at different price points? ii. What is the difference between commuters, occasional customers, business customers and recreational customers? iii. Among recreational customers, is there a difference between in-state and out-of-state customers? 2. Frequent user discounts a. Would allowing frequent user discounts only on non-peak sailings influence drivers' decisions about which ferry sailing to take? i. If yes, how large a discount would have to be offered? b. Would having a greater frequent user discount for non-peak sailings than for peak sailings influence drivers' decisions about which ferry sailing to take? i. If yes, how large a discount would have to be offered? c. To what extent does the user have flexibility to shift riding hours? d. If unable to shift riding hours, would the frequent fare user still use the ferry to commute? What other alternatives would be considered (i.e. move, change jobs, telecommute) 3. Differential between walk-on and vehicle fares a. Would increasing the differential between walk-on and vehicle fares encourage drivers to walk-on the ferry? i. What is the effect of various levels of difference? ii. Is the effect different between peak and non-peak sailings? iii. What is the difference between commuters, occasional customers, business customers and recreational customers? iv. Among recreational customers, is there a difference between in-state and out-of-state customers?	move to mid-week sailings? i. If yes, what change is effected at different rates. Central Puget Sound and South Puget Sound Routes a. How are drivers affected by the opening of the Tacoma Narrows Bridge? i. Does the toll on the bridge affect drivers' willingness to pay to drive on a ferry? ii. What is the difference between commuters, occasional customers, business customers and recreational customers? b. What is the affect of pricing strategies on the decision of riders to use the different routes within these two travel sheds?
	Sec. 7 Operations o Feasibility of using reservation	Operational Strategies 1. Reservations a. Would drivers reserve a space on a particular sailing?	Operational Strategies Central Puget Sound and South Puget Sound Routes a. What is the affect of operational

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
	systems o Methods of shifting vehicular traffic to other modes of transportation o A cost-benefit analysis of remote holding areas versus over the water holding o Schedule modifications o Interoperability with other transportation services o Options for leveling vehicle peak demand o Options for increasing off-peak ridership	i. If yes, how far in advance? ii. Are there preferred ways to make reservations (i.e. phone, web)? iii. Is there a difference in the willingness to pay for a peak period or non-peak reservation? iv. What is the difference between commuters, occasional customers, business customers and recreational customers? v. Among recreational customers, is there a difference between in-state and out-of-state customers? b. How much would drivers be willing to pay for a reservation? i. Would drivers be willing to pay more for a peak sailing reservation? ii. Would drivers be willing to pay a non-refundable reservation fee in advance? iii. Would drivers be willing to pay both a non-refundable reservation fee and a non-refundable vehicle fee in advance? iv. What is the difference between commuters, occasional customers, business customers and recreational customers? v. Among recreational customers, is there a difference between in-state and out-of-state customers? c. Affect on non-reserved vehicle drivers? i. If drivers are aware that a sailing is completely reserved, would they come anyway and wait for the next available sailing? ii. What is the difference between commuters, occasional customers. 2. Sailing Schedule i. How does the sailing schedule affect vehicle users' decision to ride the ferry? ii. If the schedule were changed would the user use the ferry more or less frequently, go earlier, go later, not go, or use a different means of transportation? iii. Are there differences between commuters, occasional customers, business customers and recreational customers? iv. Among recreational customers, is there a difference between in-state and out-of-state customers?	strategies on the decision of riders to use the different routes within these two travel sheds? Sailing Schedule Seattle Terminal a. Would a change in schedule affect between the Bainbridge and Bremerton routes affect vehicle drivers decisions to use the ferries? (note currently there are sailings at the same time during peak periods) b. If so is there a difference between commuters, occasional customers, business customers and recreational

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
		3. Holding Areas a. Is driver willingness to take the ferry affected by the location of a holding area (i.e. close to the terminal or remote)? b. Would drivers be willing to take a number and come back rather than queue in a holding area? c. If drivers could not queue in a holding area, would that affect their willingness to take the ferry? 4. Interoperability with other transportation services a. Do public transit routes and schedules provide a practical alternative to a vehicle user? b. Would an improvement in transit route service affect the drivers' willingness to walk-on the ferry? c. Would an improvement in transit service schedule affect drivers' willingness to walk-on the ferry? i. If yes, what would the connection time have to be? ii. Is there a difference between peak and non-peak sailings? iii. Is there a difference between commuter, occasional, business and recreational drivers. d. Would access to a vehicle affect drivers' willingness to walk-on the ferry? i. What access would have to be available? (Flexcar, rental car, parking for 2nd car) ii. Is there a difference between commuter, occasional, business and recreational drivers?	customers?
	Section 2 Level of Service Standard o May be seasonal Section 228 Budget Bill o WSF to re-establish vehicle level of service standards and	Level of Service Standard 1. Willingness to wait a. How long will a driver wait for a ferry before deciding not to drive on the ferry? i. How do drivers calculate wait time (minutes arrived before sailing, missed sailings)? ii. Do drivers who decide not to drive on use alternative methods of transportation? (i.e. drive-around, fly) iii. Do drivers who decide not to drive on, walk-on? v. Are there differences between commuters, occasional customers,	Level of Service Standard 1. South Sound and Central Puget Sound a. How long will drivers wait for a ferry rather than drive around the Tacoma Narrows Bridge?

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
	evaluate if boat wait is the right measurement. Section 225 (Budget bill) o Review one-way fare policies in effect on some routes	business customers and recreational customers? Pricing Practices for Vehicle Passengers 1. One-way fare collection: a. Does one-way passenger fare collection influence whether vehicle drivers with one or more passengers in the car drive on the ferry? i. If yes, how often does the driver only take the ferry in the direction that the passengers are free? ii. If the driver had to pay for passengers both ways would they still take the ferry at least one way?	Pricing Practices for Vehicle Passengers 1. South Sound and Central Puget Sound Routes a. Will the opening of the Tacoma Narrows Bridge affect drivers' willingness to drive on a ferry with paying passengers?

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
Walk-on Customers (commuter, occasional, business, recreational)		Demographics/Level of Use a. Breakdown of users by route and season i Principle travel frequency: frequent user, occasional user, ii Primary travel time: Peak hour, off-peak iii Primary travel purpose: work commute, other business travel, recreation/entertainment, essential personal travel (e.g. medical, family support)	
	Section 5 Pricing o Options for using pricing to increase off-peak ridership.	Pricing Strategies 1. Non-peak fares a. Would having lower fares on non-peak sailings increase overall ridership? i. If yes, how many more trips would be taken at different price points? ii. What is the difference between commuters, occasional customers, and recreational customers? iii. Among recreational customers, what is the difference between in-state and out-of-state customers?	Pricing Strategies Central and South Puget Sound Routes a. What is the affect of pricing strategies on the decision of riders to use the different routes within these two travel sheds?
	Sec7 Operations o Schedule modifications	Operation Practices 1. Sailing Schedule i. How does the sailing schedule affect walk-on users' decision to ride the ferry? ii. If the schedule were changed would the user use the ferry more or less frequently, go earlier, go later, not go, or use a different means of transportation? iii. Are there differences between commuters, occasional customers, business customers and recreational customers? iv. Among recreational customers, is there a difference between in-state and out-of-state customers?	Operation Practices Sailing Schedule Seattle Terminal a. Would a change in schedule affect between the Bainbridge and Bremerton routes affect walk-on users decisions to use the ferries? (note currently there are sailings at the same time during peak periods) b. If so is there a difference between commuters, occasional customers, business customers and recreational customers?
	Section 225 (Budget bill) Review one-way fare policies in effect on some routes	Practices for Walk-on Customers 1. One-way fare collection: a. Does one-way fare collection influence full fare walk-on passengers' decision to take the ferry? i. Do customers elect to take the ferry only in the non-paid direction? ii. Is there a difference between commuter, occasional, and recreational customers? iii. Among recreational customers, is there a difference between in-state and out-of-state customers?	

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
Freight	Section 5: Pricing o Options for using pricing to level vehicle peak demand o Options for using pricing to increase off-peak ridership.	Pricing Strategies 1. Non-peak fares a. Would having lower truck fares on non-peak sailings influence truck drivers to move to non-peak sailings? i. If yes, how large a discount would have to be offered? ii. What would be the effect on time of day sailing decisions? (i.e. move to shoulder or other sailings) iii. What would be the effect on day of week sailings? b. Would lower fares on non-peak sailings influence the total number of freight trips? i. If yes, how many trips would be taken at different price points?	Pricing Strategies Central and South Sound Routes 1. Non-peak fares a. How will the opening of the Tacoma Narrows Bridge affect truck traffic on the ferries?
	Sec. 7 Operations o Feasibility of using reservation systems o Schedule modifications o Options for increasing off-peak ridership	Operational Strategies 1. Reservations a. Would a reservation system encourage trucks to use the ferry? i. Would trucks be willing to pay a non-refundable reservation fee? ii. How much would trucks be willing to pay for the reservation fee? iv. Would trucks be willing to pay a non-refundable reservation fee and a non-refundable vehicle fee? 2. Sailing Schedule a. How does the sailing schedule affect freight decision to use the ferry? b. If the schedule were changed would the user use the ferry more or less frequently, go earlier, go later, not go, or use a different means of transportation?	Operational Strategies San Juan Island Routes 1. Reservations a. Is the freight reservation system moving freight traffic to non-peak periods? b. What modifications would improve movement of freight traffic to non-peak periods?
Passenger vehicle drivers (commuter, occasional, business, recreational)		Demographics/Level of Use c. Breakdown of users by route and season v Principle travel frequency: frequent user, occasional user. vi Primary travel mode: private vehicle, vanpool, motorcycle, business vehicle vii Primary travel time: Peak hour, off-peak viii Primary travel purpose: work commute, other business travel, recreation/entertainment, essential personal travel (e.g. medical, family support) d. What are the influences that determine whether a person uses the ferry or	

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
		(where the option is available) "drives around": viii Fare level ix Wait times at ferry terminals x Congestion on competing land based options xi No car to drive around with, must take ferry xii "Drive around" simply too long xiii Schedule convenience or inconvenience xiv Other	
	Section 5: Pricing o Options for using pricing to level vehicle peak demand o Options for using pricing to increase off-peak ridership.	Pricing Strategies 2. Non-peak fares a. Would having lower fares on non-peak sailings influence drivers to move from peak to non-peak sailings? j. If yes, how large a discount would have to be offered? ii. What would be the effect on time of day sailing decisions? (i.e. move to shoulder or other sailings) iv. What would be the effect on day of week sailing decisions? vi. What is the difference between commuters, occasional customers recreational and business customers? vii. Among recreational customers, is there a difference between in-state and out-of-state customers? b. Would lower fares on non-peak sailings influence the total number of vehicle trips taken? i. If yes, how many more trips would be taken at different price points? ii. What is the difference between commuters, occasional customers, business customers and recreational customers? iii. Among recreational customers, is there a difference between in-state and out-of-state customers? 2. Frequent user discounts a. Would allowing frequent user discounts only on non-peak sailings influence drivers' decisions about which ferry sailing to take? vi. If yes, how large a discount would have to be offered? b. Would having a greater frequent user discount for non-peak sailings than	Pricing Strategies San Juan Islands Routes a. Do the current reduced summer week day fares influence drivers' choice of sailings? i. If yes, what change is effected at different levels of mid-week discounting? Keystone-Port Townsend Route a. Would lowering the mid-week rate influence recreational customers to move to mid-week sailings? i. If yes, what change is effected at different rates. Central Puget Sound and South Puget Sound Routes a. How are drivers affected by the opening of the Tacoma Narrows Bridge? i. Does the toll on the bridge affect drivers' willingness to pay to drive on a ferry? ii. What is the difference between commuters, occasional customers, business customers

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
		for peak sailings influence drivers' decisions about which ferry sailing to take? i. If yes, how large a discount would have to be offered? c. To what extent does the user have flexibility to shift riding hours? d. If unable to shift riding hours, would the frequent fare user still use the ferry to commute? What other alternatives would be considered (i.e. move, change jobs, telecommute) 3. Differential between walk-on and vehicle fares a. Would increasing the differential between walk-on and vehicle fares encourage drivers to walk-on the ferry? v. What is the effect of various levels of difference? vi. Is the effect different between peak and non-peak sailings? vii. What is the difference between commuters, occasional customers, business customers and recreational customers? viii. Among recreational customers, is there a difference between in-state and out-of-state customers?	and recreational customers? b. What is the affect of pricing strategies on the decision of riders to use the different routes within these two travel sheds?
	Sec. 7 Operations o Feasibility of using reservation systems o Methods of shifting vehicular traffic to other modes of transportation o A cost-benefit analysis of remote holding areas versus over the water holding o Schedule modifications o Interoperability	Operational Strategies 2. Reservations a. Would drivers reserve a space on a particular sailing? i. If yes, how far in advance? vii. Are there preferred ways to make reservations (i.e. phone, web)? viii. Is there a difference in the willingness to pay for a peak period or non-peak reservation? ix. What is the difference between commuters, occasional customers, business customers and recreational customers? x. Among recreational customers, is there a difference between in-state and out-of-state customers? b. How much would drivers be willing to pay for a reservation? i. Would drivers be willing to pay more for a peak sailing reservation? ii. Would drivers be willing to pay a non-refundable reservation fee in advance? iii. Would drivers be willing to pay both a non-refundable reservation fee and a non-refundable vehicle fee in advance?	Operational Strategies Central Puget Sound and South Puget Sound Routes a. What is the affect of operational strategies on the decision of riders to use the different routes within these two travel sheds?

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
	with other transportation services o Options for leveling vehicle peak demand o Options for increasing off-peak ridership	iv. What is the difference between commuters, occasional customers, business customers and recreational customers? v. Among recreational customers, is there a difference between in-state and out-of-state customers? c. Affect on non-reserved vehicle drivers? i. If drivers are aware that a sailing is completely reserved, would they come anyway and wait for the next available sailing? ii. What is the difference between commuters, occasional customers. 2. Sailing Schedule iv. How does the sailing schedule affect vehicle users' decision to ride the ferry? v. If the schedule were changed would the user use the ferry more or less frequently, go earlier, go later, not go, or use a different means of transportation? vi. Are there differences between commuters, occasional customers, business customers and recreational customers? iv. Among recreational customers, is there a difference between in-state and out-of-state customers? 3. Holding Areas a. Is driver willingness to take the ferry affected by the location of a holding area (i.e. close to the terminal or remote)? b. Would drivers be willing to take a number and come back rather than queue in a holding area? c. If drivers could not queue in a holding area, would that affect their willingness to take the ferry? 4. Interoperability with other transportation services a. Do public transit routes and schedules provide a practical alternative to a vehicle user? b. Would an improvement in transit route service affect the drivers' willingness to walk-on the ferry? c. Would an improvement in transit service schedule affect drivers' willingness	Sailing Schedule Seattle Terminal a. Would a change in schedule affect between the Bainbridge and Bremerton routes affect vehicle drivers decisions to use the ferries? (note currently there are sailings at the same time during peak periods) b. If so is there a difference between commuters, occasional customers, business customers and recreational customers?

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
		to walk-on the ferry? i. If yes, what would the connection time have to be? ii. Is there a difference between peak and non-peak sailings? iii. Is there a difference between commuter, occasional, business and recreational drivers. d. Would access to a vehicle affect drivers' willingness to walk-on the ferry? j. What access would have to be available? (Flexcar, rental car, parking for 2nd car) ii. Is there a difference between commuter, occasional, business and recreational drivers?	
	Section 2 Level of Service Standard o May be seasonal Section 228 Budget Bill o WSF to re-establish vehicle level of service standards and evaluate if boat wait is the right measurement.	Level of Service Standard 1. Willingness to wait a. How long will a driver wait for a ferry before deciding not to drive on the ferry? i. How do drivers calculate wait time (minutes arrived before sailing, missed sailings)? ii. Do drivers who decide not to drive on use alternative methods of transportation? (i.e. drive-around, fly) iii. Do drivers who decide not to drive on, walk-on? vi. Are there differences between commuters, occasional customers, business customers and recreational customers?	Level of Service Standard 1. South Sound and Central Puget Sound a. How long will drivers wait for a ferry rather than drive around the Tacoma Narrows Bridge?
	Section 225 (Budget bill) o Review one-way fare policies in effect on some routes	Pricing Practices for Vehicle Passengers 2. One-way fare collection: a. Does one-way passenger fare collection influence whether vehicle drivers with one or more passengers in the car drive on the ferry? iv. If yes, how often does the driver only take the ferry in the direction that the passengers are free? v. If the driver had to pay for passengers both ways would they still take the ferry at least one way?	Pricing Practices for Vehicle Passengers 1. South Sound and Central Puget Sound Routes a. Will the opening of the Tacoma Narrows Bridge affect drivers' willingness to drive on a ferry with paying passengers?
Walk-on Customers		Demographics/Level of Use b. Breakdown of users by route and season	

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
(commuter, occasional, business, recreational)		iv Principle travel frequency: frequent user, occasional user, v Primary travel time: Peak hour, off-peak vi Primary travel purpose: work commute, other business travel, recreation/entertainment, essential personal travel (e.g. medical, family support)	
	Section 5 Pricing o Options for using pricing to increase off-peak ridership.	Pricing Strategies 1. Non-peak fares a. Would having lower fares on non-peak sailings increase overall ridership? i. If yes, how many more trips would be taken at different price points? ii. What is the difference between commuters, occasional customers, and recreational customers? vi. Among recreational customers, what is the difference between in-state and out-of-state customers?	Pricing Strategies Central and South Puget Sound Routes a. What is the affect of pricing strategies on the decision of riders to use the different routes within these two travel sheds?
	Sec7 Operations o Schedule modifications	Operation Practices 1. Sailing Schedule i. How does the sailing schedule affect walk-on users' decision to ride the ferry? ii. If the schedule were changed would the user use the ferry more or less frequently, go earlier, go later, not go, or use a different means of transportation? iii. Are there differences between commuters, occasional customers, business customers and recreational customers? iv. Among recreational customers, is there a difference between in-state and out-of-state customers?	Operation Practices Sailing Schedule Seattle Terminal a. Would a change in schedule affect between the Bainbridge and Bremerton routes affect walk-on users decisions to use the ferries? (note currently there are sailings at the same time during peak periods) b. If so is there a difference between commuters, occasional customers, business customers and recreational customers?
	Section 225 (Budget bill) Review one-way fare policies in effect on some routes	Practices for Walk-on Customers 1. One-way fare collection: b. Does one-way fare collection influence full fare walk-on passengers' decision to take the ferry?	

Market Segment	ESHB 2358 Management Practices	Research Objectives – All Routes/Travel Shed	Route/Travel Shed Specific Research Objectives
		v. Do customers elect to take the ferry only in the non-paid direction? vi. Is there a difference between commuter, occasional, and recreational customers? vii. Among recreational customers, is there a difference between in-state and out-of-state customers?	
Freight	Section 5: Pricing o Options for using pricing to level vehicle peak demand o Options for using pricing to increase off-peak ridership.	Pricing Strategies 1. Non-peak fares a. Would having lower truck fares on non-peak sailings influence truck drivers to move to non-peak sailings? i. If yes, how large a discount would have to be offered? ii. What would be the effect on time of day sailing decisions? (i.e. move to shoulder or other sailings) iii. What would be the effect on day of week sailings? b. Would lower fares on non-peak sailings influence the total number of freight trips? i. If yes, how many trips would be taken at different price points?	Pricing Strategies Central and South Sound Routes 1. Non-peak fares a. How will the opening of the Tacoma Narrows Bridge affect truck traffic on the ferries?
	Sec. 7 Operations o Feasibility of using reservation systems o Schedule modifications o Options for increasing off-peak ridership	Operational Strategies 1. Reservations a. Would a reservation system encourage trucks to use the ferry? i. Would trucks be willing to pay a non-refundable reservation fee? ii. How much would trucks be willing to pay for the reservation fee? viii. Would trucks be willing to pay a non-refundable reservation fee and a non-refundable vehicle fee? 2. Sailing Schedule a. How does the sailing schedule affect freight decision to use the ferry? b. If the schedule were changed would the user use the ferry more or less frequently, go earlier, go later, not go, or use a different means of transportation?	Operational Strategies San Juan Island Routes 1. Reservations a. Is the freight reservation system moving freight traffic to non-peak periods? b. What modifications would improve movement of freight traffic to non-peak periods?