



TRUE NORTH
STRATEGY + TECHNOLOGY INITIATIVE

PROPOSED POLICY CHANGES

- + **Implementation Timeline**
- + **Highlights of Customer Services That Are Continuing in the New System**
- + **New Deck Space Usage**
- + **The New Wait List**
- + **The New Standby**
- + **The Power of Wait List and Standby Together**
- + **Examples of the New System in Action**
- + **The New Transferable Reservations**
- + **The New Way to Apply**
- + **The Next Steps**



IMPLEMENTATION TIMELINE



FALL 2024

Procurement
process begins

JUNE 2025

Board selects E-Dea
as project vendor

FALL 2025

System
configuration work
begins

SUMMER 2026

Testing of new
system

SUMMER 2026

Terminal writing
and hardware
upgrades

FALL 2026

Phased launch
begins with
winter/spring
bookings

WINTER 2027

Launch continues
with summer
bookings

WINTER 2027

Tickets booked in E-
Dea system start to
be used for travel

HIGHLIGHTS OF CUSTOMER SERVICES CONTINUING IN THE NEW SYSTEM



John B.
Traveler

Excursion Program

Preferred Program

Preferred Spaces (1-, 7-, and 30-day)

Drive-on/drive-off services

Standby

Head Start

Nantucket standby

Wait List

Blue Line

Medical Program

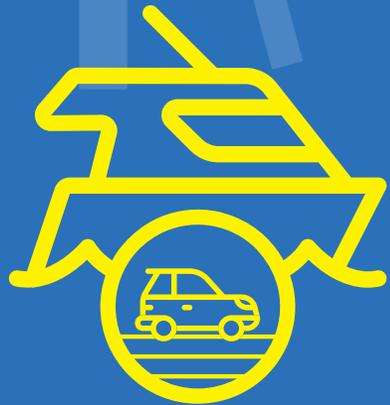
Senior Discount Program

Active Service Discount Program

Student Excursion Program

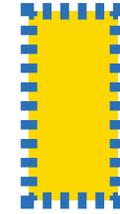
Emergency Support

NEW DECK SPACE USAGE



NEW DECK SPACE USAGE

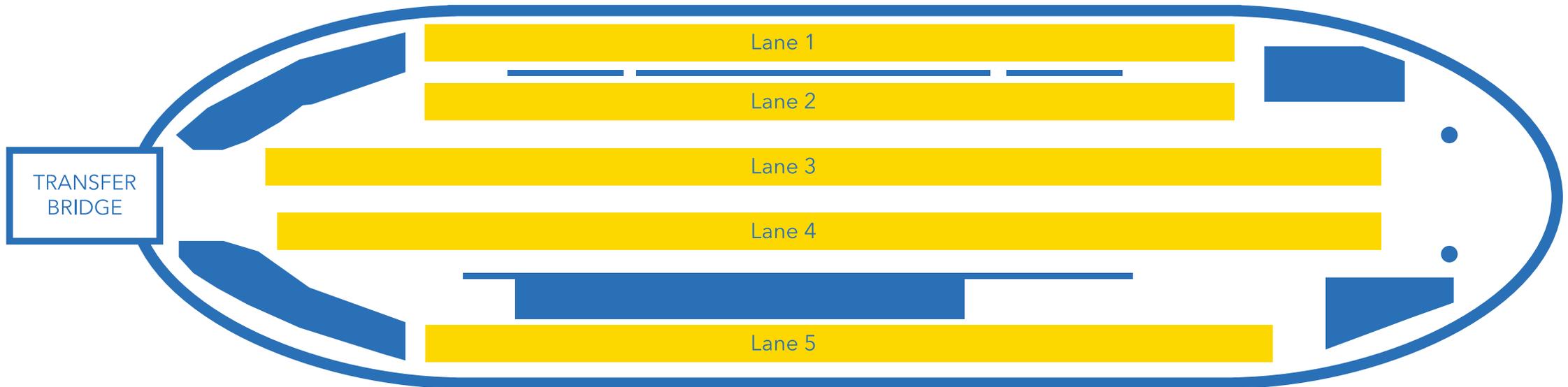
- + **1 - Overview**
- + **2 - Single Lane Usage with SSA Legacy Spacing**
- + **3 - Single Lane Usage with the New System's Linear Feet**
- + **4 - What are the benefits and differences?**



**SSA LEGACY SPACE
17 FEET**



**SEDAN
14 FEET**



NEW DECK SPACE USAGE

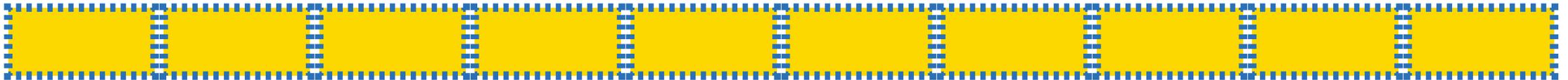
- + **1** - Overview
- + **2** - **Single lane usage with SSA legacy spacing**
- + **3** - Single lane usage with the new system's linear feet
- + **4** - What are the benefits and differences?



**SSA LEGACY
SPACE
17 FEET**



**SEDAN
14 FEET**



Lane 3 Approximately 180'

With the SSA legacy spaces, ten legacy spaces can be booked in Lane 3.

NEW DECK SPACE USAGE

- + **1** - Overview
- + **2** - Single lane usage with SSA legacy spacing
- + **3** - **Single lane usage with the new system's linear feet**
- + **4** - What are the benefits and differences?



**SSA LEGACY
SPACE
17 FEET**



**SEDAN
14 FEET**



Lane 3 Approximately 180'

With the new system's linear feet, 12 sedans can be booked in Lane 3.

NEW DECK SPACE USAGE

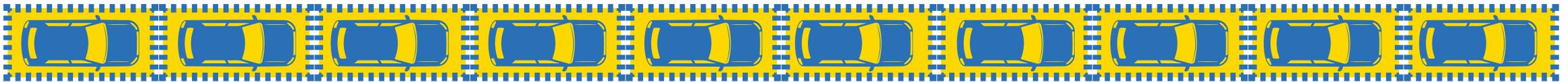
- + 1 - Overview
- + 2 - Single lane usage with SSA legacy spacing
- + 3 - Single lane usage with the new system's linear feet
- + 4 - What are the benefits and differences?



SSA LEGACY SPACE
17 FEET



SEDAN
14 FEET



Lane 3 Approximately 180'



Lane 3 Approximately 180'

With the new system's linear feet, more vehicles can be booked in Lane 3.

THE NEW WAIT LIST



THE NEW WAIT LIST



- + **1 - The current wait list**
- + **2 - The new wait list**
- + **3 - What are the benefits and differences?**



John B. Traveler

- BOOKED TRIP
- SOLD OUT TRIP
- BOOKED WAIT LIST

DESIRED TRIPS

JULY

14
9:15 a.m.
HY to NT

SOLD OUT

JULY

14
12:00 p.m.
HY to NT

SOLD OUT

JULY

14
2:45 p.m.
HY to NT

SOLD OUT

BOOKED TRIP

JULY

17
2:45 p.m.
HY to NT

TRIP WAIT LISTS
RANGE: All trips July 14-17 before 3:00 p.m.

JULY	JULY	JULY	JULY
14 9:15 a.m. HY to NT	15 9:15 a.m. HY to NT	16 9:15 a.m. HY to NT	17 9:15 a.m. HY to NT
SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)
JULY	JULY	JULY	JULY
14 12:00 p.m. HY to NT	15 12:00 p.m. HY to NT	16 12:00 p.m. HY to NT	17 12:00 p.m. HY to NT
SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)
JULY	JULY	JULY	JULY
14 2:45 p.m. HY to NT	15 2:45 p.m. HY to NT	16 2:45 p.m. HY to NT	17 2:45 p.m. HY to NT
SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)	SOLD OUT (WAITLIST OPTION)	BOOKED WAIT LIST

- + **Need a reservation to join wait lists**
- + **No limit on how many trips can be added to a wait list request**
- + **Fewer reservations are made available for booking because of broad wait list requests**
- + **Wait list drops no later than noon the day prior to sailing**

THE NEW WAIT LIST



- + 1 - The current wait list
- + 2 - The new wait list
- + 3 - What are the benefits and differences?



John B. Traveler

- BOOKED TRIP
- SOLD OUT TRIP
- BOOKED WAIT LIST
- WAIT LIST OPTION
- UNSELECTED OPTION

DESIRED TRIPS	BOOKED TRIP	WAIT LISTS AVAILABLE		WAIT LISTS BOOKED	
<p>JULY</p> <p>14 9:15 a.m. HY to NT</p> <p>SOLD OUT</p>		<p>JULY</p> <p>15 9:15 a.m. HY to NT</p> <p>SOLD OUT (WAITLIST OPTION)</p>	<p>JULY</p> <p>16 9:15 a.m. HY to NT</p> <p>SOLD OUT (WAITLIST OPTION)</p>	<p>JULY</p> <p>15 9:15 a.m. HY to NT</p> <p>SOLD OUT (WAITLIST OPTION)</p>	<p>JULY</p> <p>16 9:15 a.m. HY to NT</p> <p>SOLD OUT (WAITLIST OPTION)</p>
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- + Need a reservation first
- + More trips will be available for booking regularly because fewer spots are being taken by broad wait list requests
- + Customer can select up to five trips to add to a wait list
- + Customer can select when to leave a wait list, up to two hours before departure time

THE NEW WAIT LIST

- + **1** - The current wait list
- + **2** - The new wait list
- + **3** - **What are the benefits and differences?**

Benefits for new wait list:

- + Reduces the unused deck space
- + Removes requirement to book an unwanted reservation from another day
- + Allows wait list & wait list matches on day of travel
- + Opens more reservations for active booking
- + Allows for SSA adjustment of priorities for wait list matches
- + Uses available boat space more efficiently
- + Increases operational efficiency

Differences:

- + Limits the number of trips included on a wait list request
- + Changes “first-come, first-served” matching of wait list trip requests to a priority system



THE NEW STANDBY



THE NEW STANDBY

- + **1 - The current standby**
- + **2 - The new standby**
- + **3 - What are the benefits and differences?**



**Open Ticket or
Unused
Reservation**



**Blue Line
(MV)**



**Travel When
Space Is
Available**



**Travel Not
Guaranteed**

THE NEW STANDBY

- + **1** - The current standby
- + **2** - **The new standby**
- + **3** - What are the benefits and differences?



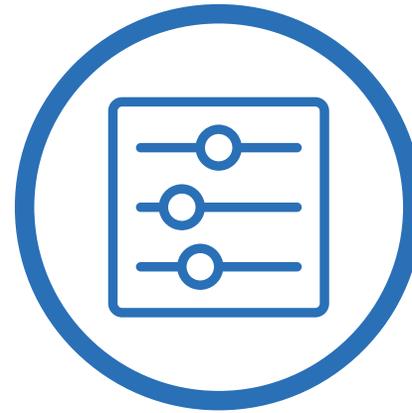
**Standby
ticket**



**Attached to
a specific
trip**



Blue Line



**SSA can
adjust standby
capacity**



**Travel not
guaranteed**

NOTE: We are still working on how Blue Line and Nantucket standby will function in the new system

THE NEW STANDBY

- + **1** - The current standby
- + **2** - The new standby
- + **3** - **What are the benefits and differences?**

Benefits for new standby:

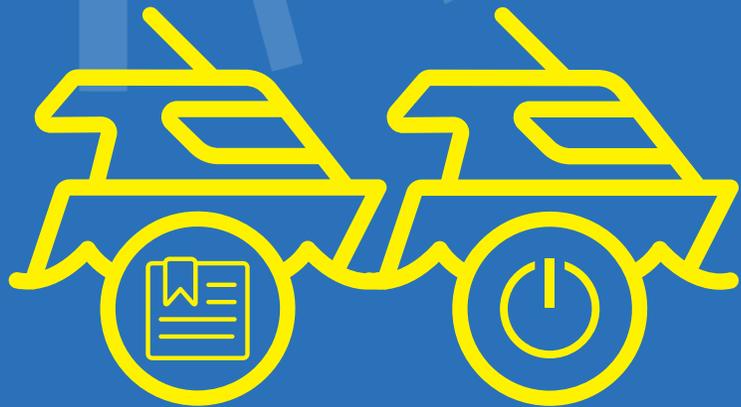
- + Can get on standby the same day you want to travel
- + Reduces the unused deck space
- + Opens more reservations for active booking
- + Allows for SSA adjustment of priorities for standby matches
- + Flexibility to adjust standby booking supply to meet demand
- + Eliminates booking an unwanted trip to get your preference
- + Uses available boat space more efficiently
- + Increases operational efficiency

Differences:

- + Standby tickets are tied to a specific trip
- + Changes “first-come, first-served” matching of standby requests to a priority system
- + Combines with wait list for more travel options



THE POWER OF WAIT LIST AND STANDBY TOGETHER



THE POWER OF WAIT LIST AND STANDBY TOGETHER



John B. Traveler

- BOOKED STANDBY
- SOLD OUT TRIP
- BOOKED WAIT LIST
- WAIT LIST OPTION
- UNSELECTED OPTION

DESIRED TRIPS	BOOKED STANDBY	WAIT LISTS AVAILABLE	WAIT LISTS BOOKED
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Standby ticket



Attached to a specific trip



Date can be same day

EXAMPLES OF THE NEW SYSTEM IN ACTION



EXAMPLES OF THE NEW SYSTEM IN ACTION



Travel situation

"In June, I received a wedding invitation for July, but the days I want to travel are fully booked."



Solution in the current system

Book a trip you don't want and wait list for the trip you do want and possibly get stuck with a reservation you never wanted.



Solution in the new system

Book a standby ticket for the trip you want and add other trips that would work to the wait list. Through the priority settings, customer status will affect chances of getting a match.

EXAMPLES OF THE NEW SYSTEM IN ACTION



Travel situation

"I land at Logan at 7 a.m. but I couldn't get a ferry reservation back to the island until 8 p.m."



Solution in the current system

Show up at the terminal and attempt to line up for standby travel or the Blue Line. You can't leave the terminal for fear of missing an available trip.



Solution in the new system

Add a wait list request to your booked reservation for earlier trips or buy a standby ticket for a full trip. You have more information about your travel plans and less idle time.

EXAMPLES OF THE NEW SYSTEM IN ACTION



Travel situation

"I want to take a day trip in July, but the only boat open is the last one of the day."



Solution in the current system

Book the last boat of the day and show up at the terminal and attempt to line up for standby travel or the Blue Line. You can't leave the terminal for fear of missing an available trip.



Solution in the new system

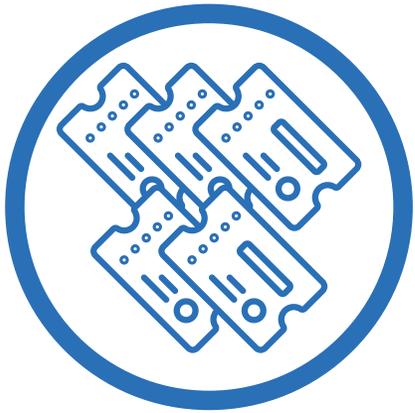
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THE NEW TRANSFERABLE RESERVATIONS



THE NEW TRANSFERABLE RESERVATIONS

- + **1** - The current transferable reservations in Head Start
- + **2** - The new transferable reservations
- + **3** - What are the benefits and differences?



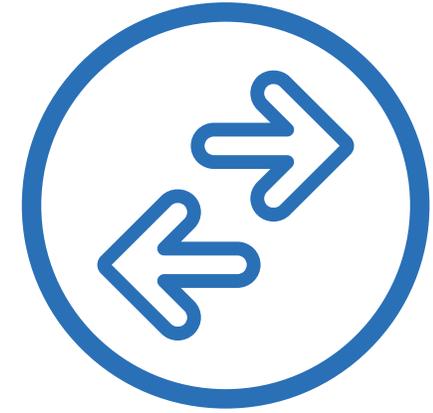
**Five
transferable
reservations
per customer**



**Two of five
can be
designated
for transfer**



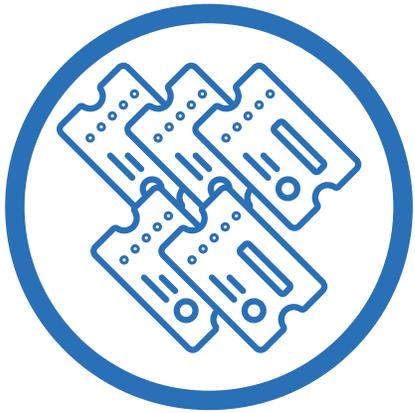
**Transfer
30 days from
sailing**



**Transfer
once**

THE NEW TRANSFERABLE RESERVATIONS

- + 1 - The current transferable reservations in Head Start
- + 2 - **The new transferable reservations**
- + 3 - What are the benefits and differences?



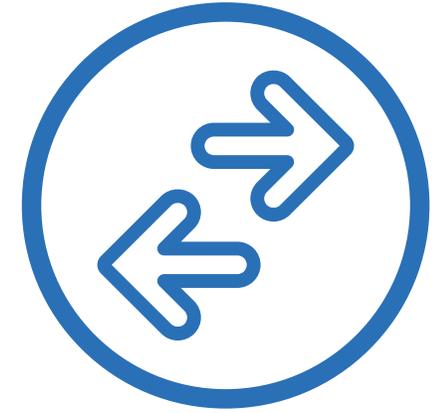
**Five
transferable
reservations
per customer**



**Transfer
directly to a
person**



**Transfer at
time of
purchase**



**Transfer
once**

THE NEW TRANSFERABLE RESERVATIONS

- + **1** - The current transferable reservations in Head Start
- + **2** - The new transferable reservations
- + **3** - **What are the benefits and differences?**

Benefits for new transferable reservations

- + Reduces “black market” resale of reservations
- + Transferred reservations end up in the new traveler’s account and not under a new account number

Differences:

- + Transfer is made at the time of purchase only



THE NEW WAY TO APPLY



THE NEW WAY TO APPLY

- + **1** - The current way to apply
- + **2** - The new way to apply
- + **3** - What are the benefits and differences?



**Paper or PDF
applications**



**Mailing or
emailing the
applications**



**Call the
Reservation
Office for
updates**



**Extended
wait time**

THE NEW WAY TO APPLY

- + **1** - The current way to apply
- + **2** - **The new way to apply**
- + **3** - What are the benefits and differences?



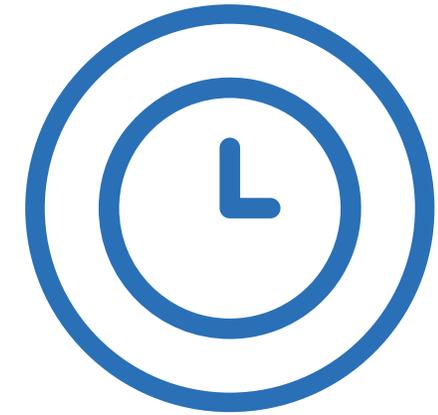
**Online
applications**



**Paper
applications
still accepted**



**Online
status
updates**



**Reduced
wait time**

THE NEW WAY TO APPLY

- + **1** - The current way to apply
- + **2** - The new way to apply
- + **3** - **What are the benefits and differences?**

Benefits for the new way to apply:

- + Faster
- + Self-service for Preferred & Excursion programs
- + Electronically submit drive-on/drive-off forms for Nantucket
- + Viewable status updates
- + Shorter wait times
- + Save money on postage
- + Save money on at-home printing

Differences:

- + Paperless



THE NEXT STEPS

STEPS

- + Take feedback from public sessions to the Board
- + Assess possible strategic implementations
- + Amend draft policies where appropriate
- + Board reviews draft policy changes and asks for further updates or approves
- + Development team continues system configurations

RESOURCES AND FEEDBACK

- + www.steamshipauthority.com/TrueNorth
- + truenorth@steamshipauthority.com





*The
Steamship
Authority*

TRUE
NORTH

STRATEGY
+ TECHNOLOGY

**THANK YOU
FOR JOINING US**