



*The
Steamship
Authority*

TRUE NORTH

STRATEGY + TECHNOLOGY INITIATIVE

PROPOSED NON-COMMERCIAL POLICY CHANGES

CONTENTS

- + **Implementation Timeline**
- + **Highlights of Customer Services That Are Continuing in the New System**
- + **Preferred Spaces**
- + **The Cancellation Policy**
- + **The New Change Policy**
- + **The New No-Show Policy**
- + **The New Coupon Book Subscriptions**
- + **The New Gift Cards**
- + **The New Furlough Fare Policy**
- + **The New Motorcycle Policies**
- + **Next Steps**
- + **Thank You for Joining Us**



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

PREFERRED SPACES



PREFERRED SPACES

+ No changes to preferred spaces will be made in the new reservation system



John B. Traveler

TRAVEL MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
22	23	24	25	26	27	28
SUNDAY	MONDAY	TUESDAY				
29	30	31				



Desired day of travel



30-Day Preferred Space made available for booking (summer schedule only)



7-Day Preferred Space made available for booking



1-Day Preferred Space made available for booking

← Desired day of travel

THE CANCELLATION POLICY



THE CANCELLATION POLICY



+ No changes to the cancellation policy will be made in the new reservation system



John B. Traveler

TRAVEL MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	←			



Booked day of travel



Cancellations 15 or more days from sailing are refunded minus a \$10 service charge.



Cancellations 0-14 days from sailing receive no refund.

← Booked day of travel

THE NEW CHANGE POLICY



THE NEW CHANGE POLICY

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



**At least one
hour before
travel**



**First change
free; future
changes \$10
each**



**Same day
allowed**

THE NEW CHANGE POLICY

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



**At least one
hour before
travel**



**All changes
\$10 each**



**Same day
allowed**

THE NEW CHANGE POLICY

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

Benefits for the new change policy:

- + Reduces extraneous reservation changes
- + Reduces unused and hard-to-sell deck spaces
- + Fewer empty trips

Differences:

- + \$10 fee for the first change

THE NEW NO-SHOW POLICY



THE NEW NO-SHOW POLICY

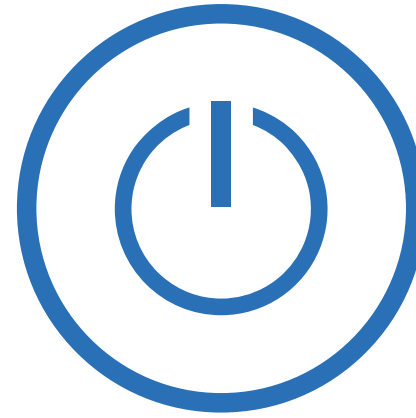
- + **1** - The current no-show policy
- + **2** - The new no-show policy
- + **3** - What are the benefits and differences?



Reservation automatically goes into pending status



With notice, passenger ticket on reservation can be reused



Can standby for trips same day with unused reservation



With no notice, high-speed ticket can be used later

THE NEW NO-SHOW POLICY

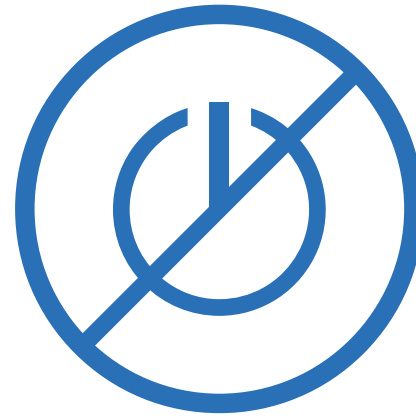
- + 1 - The current no-show policy
- + 2 - **The new no-show policy**
- + 3 - What are the benefits and differences?



**No notice, no
refund**



**With notice,
passenger
ticket on
reservation
can be reused**



**Ticket cannot
be reused for
standby**



**With notice,
high-speed
ticket can be
used later**

THE NEW NO-SHOW POLICY

- + **1** - The current no-show policy
- + **2** - The new no-show policy
- + **3** - **What are the benefits and differences?**

Benefits for the new no-show policy:

- + Reduces the unused and hard-to-sell deck space
- + More fair for passengers who tried to book but couldn't

Differences:

- + Unused reservation cannot be used for standby on the same day
- + Standby travel after a missed reservation will require purchase of a standby ticket

THE NEW COUPON BOOK SUBSCRIPTIONS



THE NEW COUPON BOOK SUBSCRIPTIONS

- + **1** - The current coupon books
- + **2** - The new coupon book subscriptions
- + **3** - What are the benefits and differences?



Multiple one-way auto tickets bundled



Discounted rate



Most subject to expiration date



Coupon returned to book upon cancellation

THE NEW COUPON BOOK SUBSCRIPTIONS

- + **1** - The current coupon books
- + **2** - **The new coupon book subscriptions**
- + **3** - What are the benefits and differences?



Multiple one-way auto ticket subscription



Discounted rate



Most subject to expiration date



Ticket credited to subscription on cancellation

THE NEW COUPON BOOK SUBSCRIPTIONS

- + **1** - The current coupon books
- + **2** - The new coupon book subscriptions
- + **3** - **What are the benefits and differences?**

Benefits for new coupon subscriptions:

- + Maintains benefits from the old system

Differences:

- + Different name



THE NEW GIFT CARDS



THE NEW GIFT CARDS

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



**Any amount
of money at
the time of
purchase**



**Physical
cards only**



**No digital
options**



**Carries
remaining
balance**

THE NEW GIFT CARDS

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



**Increments
of \$5, \$10,
\$25, or \$100**



**Digital cards
only (can be
printed at
home)**



**Digital
options and
flexibility**



**Carries
remaining
balance**

THE NEW GIFT CARDS

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

Benefits of the new gift cards:

- + No more physical cards to keep track of
- + Can easily send gifts electronically

Differences:

- + Physical gift cards require home printing

THE NEW FURLOUGH FARE POLICY



THE NEW FURLOUGH FARE POLICY

CURRENT POLICY



Active service card



**Traveling at their
own expense**



In uniform



**If not in uniform,
has written orders**

NEW POLICY



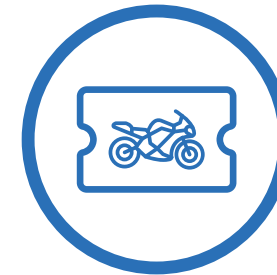
Active service card

THE NEW MOTORCYCLE POLICIES



THE NEW MOTORCYCLE POLICIES

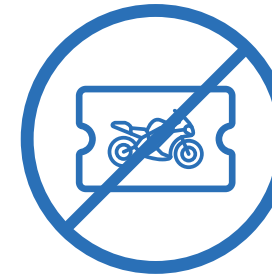
CURRENT POLICIES



Multiple types of vehicles qualify

Multi-island excursion fare

NEW POLICIES



One type of motorcycle

Motorcycles over 4' wide are considered cars

No multi-island excursion fare

NEXT STEPS

STEPS

- + Share feedback from public sessions with 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**