

# CASCO BAY ISLAND TRANSIT DISTRICT

## ELECTRONIC TICKETING PROPOSAL

### Part 1

Name, address, telephone number, and e-mail address for project contact person and name or organization (s) submitting the proposal

*Hank Berg, General Manager  
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Provide a description of the proposed project or capital item including a location map (if appropriate) along with the following items:

Problem statement

*The District is in the preliminary stages of implementing an electronic ticketing system. Funding is currently available for Phase 1 of the project; however sufficient funding is not available, and not yet identified, for the next phase of this project. Implementation will improve the customer experience via a faster ticketing process, which may include online ticketing, and also provide for more reliable data analysis.*

Proposed scope of work with as much detail as possible

*The scope of work will include the procurement of hardware necessary for the implementation of an electronic ticketing system. Items to be purchased include, but are not limited to, the following: photo pass, tablet PCs, mobile wireless admission control, printers, and camera.*

Cost estimate and basis for amount, including any other sources of funding that may be used

*The cost of this hardware is estimated to be \$115,000. This amount is based upon quotes initially received two years ago, and recently updated, from Gateway Ticketing Systems and Systems Engineering.*

Identify who will be responsible for maintaining the project or capital item

*Hank Berg*

Board/Municipal Endorsement and date (or expected date) of endorsement

*February 25, 2010*

## **Part 2**

Describe how this project will fulfill one or more of the priority recommendations from the PACTS Transit Study Coordination Study? Does this project facilitate better coordination between providers or create better connections and transfers?

*As stated in the Capital Investment Priority, this project will increase ridership, revenues and customer service by making investments in facilities and infrastructure.*

*This funding will enhance reliability and, because the Casco Bay Ferry Terminal is a multi-modal hub, it will facilitate better connections and transfers for our riders.*

Describe how this project will benefit the PACTS region. Explain how this project has regional and/or statewide significance. Which communities will the project serve, and how many people will benefit? Will this project increase transit ridership?

*The District is the only year round provider of passenger, vehicle and freight service to and from the islands of Casco Bay. From a regional perspective, the District directly services three communities: Portland (including Peaks, Little Diamond, Great Diamond and Cliff Islands), the Town of Long Island and the Town of Chebeague Island. Passengers, including tourists, from the entire state and region travel on District ferries to and from the islands of Casco Bay. The implementation of an electronic ticketing system will enhance reliability, improve customer service and, consequently, help to increase ridership. Moreover, this electronic system may in the future blend with electronic ticketing systems used by other land based transit providers.*

Describe how this project will improve or replace existing transit capacity. How will the project maintain or improve existing or extend new transit routes, terminals, and/or services.

*The implementation of an electronic ticketing system will ensure the District's existing routes are maintained. Moreover, should additional routes or stops be necessary (by the way, our Board is reviewing proposals for additional service at this time), the District will be in a better position to implement such service requests.*

Describe how this project is part of an approved or pending transportation plan or study, or addresses a requirement by a State or Federal mandate and not conflict with a municipality's comprehensive plan or other policy document. Plans may include the Regional Transit Coordination Study, Destination Tomorrow, Maine DOT's Strategic Passenger Transportation Plan (Explore Maine), the Portland Peninsula Transit Plan, a Transportation Demand Management Plan, the provider's Strategic Plan or other local, regional, State or Federal document. Specifically, explain how this project is consistent with and supports: the recommendations of the Regional Transit Coordination Study and the Guiding Principles in the Destination Tomorrow Plan. Examples of mandates include safety, security, and The Americans with Disabilities Act (ADA).

*The service provided by the District is mandated by State law through its enabling legislation. The project is not in conflict with any municipal Comprehensive Plans. As stated in the PACTS Regional Transit Coordination Study's Marketing Priority, this project works toward the goal of developing a regional pass system. This project also is consistent with Destination Tomorrow Goals concerning Economic Development and Mobility, Safety and Accessibility. Lastly, the project is consistent with the District's Strategic Plan.*

Describe how this project will reduce air pollution and/or conserve energy. Does this project promote or use alternatively fueled vehicles?

*It is anticipated that implementation of this project will allow for online ticketing. Customers who buy their tickets in advance will now be able to buy them from the convenience of their home. This will save them a trip to the Ferry Terminal and thereby reduce their carbon footprints.*

Describe how the project addresses the connection between transportation and land use. Does the project increase access to a designated growth area as depicted in the municipal comprehensive plan(s)? Does the project improve access to an area that encourages mixed use development? Does the project establish or enhance transit service between activity centers?

*The project does make a connection between transportation and land use. The District provides transportation from the islands to the City of Portland. In fact, much of the City is designated as a growth area. This includes the area, adjacent to the Ferry Terminal, along the eastern waterfront which is designated for mixed use redevelopment. Implementation of this project will likely increase ridership and island residency. Consequently, access to designated growth areas on the mainland will also increase.*

Describe how the project directly includes or involves more than one transit provider, including private providers. Does the project involve a public/private partnership?

*At this time, the project includes only the District. It is possible, however, in the future that the District's electronic ticketing system may blend with systems utilized by other land based providers.*

Describe how the project benefits several different alternative modes of travel, such as bus & rail, or bicycle & ferry?

*The District provides ferry service. Bicyclists ride the ferry and leave their bikes in racks at the Casco Bay Ferry Terminal on as daily basis. Due to the intermodal connectivity at the Ferry Terminal, those who travel on public and private buses, and private taxis, derive benefits from this project. Other modes of transportation, such as buses and taxis that transport passengers to and from the jetport and bus/train stations indirectly benefit as well.*