

# WSDOT Ferries Marketing Program

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**David L. Dye, P.E.**  
Deputy Secretary

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Chief of Staff

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Assistant Secretary  
Ferries Division

**Marta Coursey**  
Communications Director  
Ferries Division

**Washington State Transportation Commission**  
**October 18, 2011**

# Marketing Program Objectives

The WSDOT Ferries Division marketing program is designed to:

- Raise the profile of the ferry system's programs and services
- Promote use of the system during off-peak travel times
- Support our communities with destination marketing

# Website Improvements

- Homepage redesign
- Linking to our communities
- Best times to travel
- Social media links; creation of a blog

# Homepage Redesign

- Targets commuter & infrequent traveler
- Addition of rotating feature or “spotlight”
- User-friendly

Welcome to the Washington State Ferries

### PLANNING A TRIP

#### Fares & Ticketing

- [Current Fares](#)
- [Make a Reservation](#)
- [Buy a Ticket \(Wave2Go\)](#)
- [Use your pass \(ORCA\)](#)

#### Schedules

Select a Fall 2011 route

- [Current Schedule](#)
- [Fall Schedules 2011 \(PDF\)](#)
- [Route Maps: Where we sail](#)
- [Getting to Your Terminal](#)

#### Other Travel Info

- [Visitor Center: Tourist Information](#)
- [Travel to Canada](#)
- [Customer Help Desk: Have a Question?](#)
- [King County Metro's Trip Planner](#)
- [WSF in Google Transit](#)

#### Customer Programs

- [ADA & Medical Travel](#)
- [Vanpool/carpool Permits](#)
- [Bicycle Program](#)
- [School Groups](#)

### SPOTLIGHT

Prev Next



Own your piece of the ferry system! Visit [ferrygear.com](http://ferrygear.com) to purchase a variety of official Washington State Ferries merchandise. Proceeds benefit WSF.

#### Stay Connected

[Blogger](#) [Twitter](#) [Flickr](#)

#### About Us

- [Contact Us](#)
- [Current Projects](#)
- [Employment](#)
- [Plans, Publications and Statistics](#)
- [WSTC Survey \(Ferry Riders' Opinion Group\)](#)
- [How are we doing?](#)
- [Our Fleet](#)
- [Business with WSF](#)

### TRAVEL CONDITIONS

#### Ferry Alert Bulletins

Monday, October 10, 2011 7:35 AM

#### San Juan Islands

[View more ferry alerts](#) [Receive ferry email alerts](#)

#### Current Status

<b>VESSELS</b>	<b>TERMINALS</b>
· <a href="#">VesselWatch</a>	· <a href="#">Wait Times</a>
	· <a href="#">Terminal Cameras</a>

#### Newsroom

- [Assistant Secretary David Moseley's Weekly Update](#)
- [Yakima ferry removed from service in San Juan Islands for repairs](#)
- [Catch a glimpse of the newest state ferry in Puget Sound](#)
- [Ferries gears up after 60 years](#)

[More News](#)

# Linking to Our Ferries Communities

Each route page links visitors to chambers and visitor bureau of featured terminals

Washington State Department of Transportation

Traffic & Cameras | Projects | Business | Environment | Maps & Data

You are Here: [Home](#) > [Ferries](#) > [Schedule](#) > [Detail](#)

Everett  
CLINTON  
MUKILTEO

seattle to portland as low as \$31 book now Amtrak CASCADES I-800 USA RAIL

Crossing Time: ~ 20 min  
[Schedule \(By Date\)](#)

**Visitor Information**

- [Mukilteo Chamber of Commerce](#)
- [Clinton Chamber of Commerce](#)
- [Snohomish County Visitors Bureau](#)
- [Central Whidbey Chamber of Commerce](#)

**Additional Info**

- Mukilteo
- Clinton
- [VesselWatch](#)
- [Fares for this Route](#)
- [General Schedule Info](#)
- [Fall 2011 PDF](#)
- [Request Via Mail](#)
- [Cellular / PDA](#)

**Fall 2011 Sailing Schedule for Mukilteo / Clinton**

Mukilteo / Clinton

**Daily Leave Mukilteo** Sep 25, 2011 - Dec 31, 2011

5:05 1	10:30 2	4:00 1	9:25 2
5:35 2	11:00 1	4:30 2	10:00 1
6:00 1	11:30 2	5:00 1	10:20 2
6:30 2	Noon 1	5:30 2	11:00 1
7:00 1	12:30 2	6:00 1	Midnight 1
7:30 2	1:00 1	6:30 2	1:05 1
8:00 1	1:30 2	7:00 1	
8:30 2	2:00 1	7:35 2	
9:00 1	2:30 2	8:00 1	
9:30 2	3:00 1	8:25 2	
10:00 1	3:30 2	9:00 1	

**Daily Leave Clinton** Sep 25, 2011 - Dec 31, 2011

4:40 1	10:00 2	3:30 1	8:55 2
5:10 2	10:30 1	4:00 2	9:30 1
5:30 1	11:00 2	4:30 1	9:50 2
6:00 2	11:30 1	5:00 2	10:30 1
6:30 1	Noon 2	5:30 1	11:30 1
7:00 2	12:30 1	6:00 2	12:30 1
7:30 1	1:00 2	6:30 1	

**Alerts**

- [New FROG study. Sign in or update your account. See Bulletin...](#)
- [RSS Alerts](#)

**Best Travel Times**

- Fall 2011

**Legend**

- 1 Chelan
- 2 Kittitas
- Monday through Friday except Nov 24, and Dec 26.
- ▼ Sails Saturday only.

# Best Times to Travel

Colors indicate least, moderate and heavy congestion

**Fall 2011 Sailing Schedule for Edmonds / Kingston**

Edmonds / Kingston

**Monday through Friday Leave Edmonds** Sep 25, 2011 - Dec 31, 2011

5:35 1	12:05 1	6:15 1	11:45 1
6:20 2	12:40 2	7:00 2	12:55 2 ^
7:10 1	1:40 1	7:40 1	
7:55 2	2:25 2	8:30 2	
8:50 1	3:15 1	9:00 1	
9:40 2	3:55 2	9:50 2 ^	
10:30 1	4:45 1	10:25 1	
11:10 2	5:25 2	11:10 2 ^	

**Monday through Friday Leave Kingston** Sep 25, 2011 - Dec 31, 2011

4:55 1	11:15 1	5:30 1	11:05 1
5:35 2	11:55 2	6:10 2	12:05 2 ^
6:25 1	12:50 1	7:00 1	
7:05 2	1:30 2	7:45 2	
7:55 1	2:30 1	8:20 1	
8:40 2	3:10 2	9:10 2 ^	
9:40 1	4:00 1	9:40 1	
10:25 2	4:40 2	10:30 2 ^	

**Saturday and Sunday Leave Edmonds** Sep 25, 2011 - Dec 31, 2011

**Alerts**

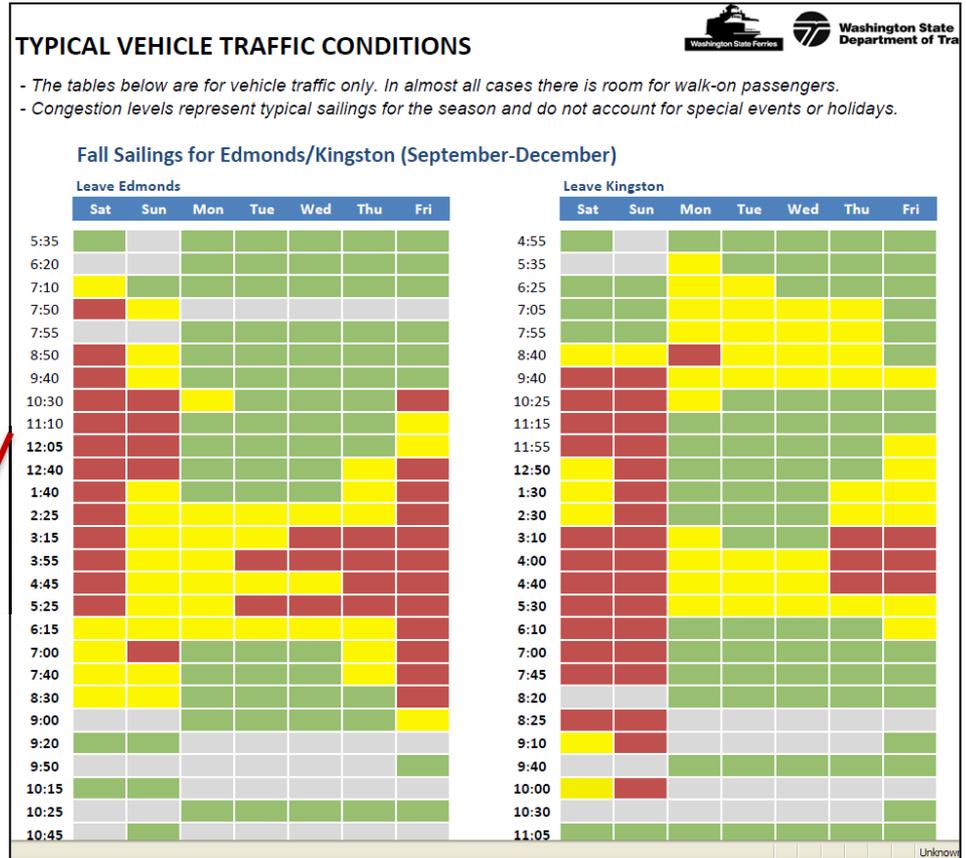
- New FROG study. Sign in or update your account. See Bulletin...
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**Best Travel Times**

- Fall 2011

**Legend**

- 1 Puyallup
- 2 Spokane
- Sails Friday only
- Sails Saturday only
- Bold times indicate PM



# Social Media - Blog

Allows WSDOT Ferries Division to stay in touch with our customers by sharing unique stories about the ferry system and inspiring enthusiasm.

WASHINGTON STATE **FERRIES** Washington State Department of Transportation

## Once upon a time...

Friday, September 23, 2011

Posted by **Marta Coursey**

Last week the San Juan Journal published a touching **story** about events that took place on the Hyak in the San Juan Islands on the tenth anniversary of September 11. While it is true that many of us have an unforgettable, shattering memory associated with every September 11, some people have the courage to share their lives with us and thus change how we remember things forever.



Photo by Chris Gendron

**Recent Posts**

- Once upon a time...
- 12th Annual Port Townsend Film
- Go Team ESPN
- Don't miss the 35th annual Wood
- Trailer springs leak, crews spring
- Have you ever walked about Lan
- Ever surfed YouTube for ferries?
- Deep-fried Snickers, anyone?
- International friends visit WSF
- Support art by visiting the Kitsap

Flickr - Featured Photo

Welcome to the Washington State Ferries

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[More News](#)

# Celebrating 60 Years of Ferries Service

- Media
- Partnerships
- Commemorative logo
- Community meetings
- Merchandising

# “Celebrating 60” Media

- News releases
  - State ferries celebrates 60 years of crew safety
  - WSDOT honors employees for ferry reliability
  - Sharing 60 years of “ferry tales”
  - Ferries gears up after 60 years
- Radio campaign
- Maritime publication



# “Celebrating 60” Commemorative Logo

- Logo options designed by WSDOT graphics
- Logo selected by ferry system employees
- Gifted to WSDOT Ferries Division employees as “thank you” for years of service



# “Celebrating 60” Community Meetings

WSDOT Ferries Division recognized 60 years of service at nine community meetings and at the Salish ferry celebration.



# “Celebrating 60” Merchandising

- WSDOT Ferries Division and its advertising and marketing company Trans4media have launched [FerryGear.com](http://FerryGear.com).
- Proceeds help benefit the ferry system.

The screenshot displays the FerryGear.com website interface. At the top left is the official Washington State Ferry Gear logo, which includes the text 'OFFICIAL WASHINGTON-STATE FERRY GEAR' and 'PROCEEDS SUPPORT WSF'. The main header features the text 'Welcome to FerryGear.com' and 'YOUR OFFICIAL SOURCE FOR WSF MERCHANDISE'. A search bar and a shopping cart icon (indicating 'Your cart is currently empty.') are also present. The left sidebar contains navigation links: 'SHOP HOME', 'About Ferry Gear', 'Ferry Gear Retail Stores', 'Ferries on the WSDOT site', 'Ferry Gear on Facebook', and 'Vendor Login'. The main content area shows two product listings. The first is 'Tom Douglas' Celebrate 60! Rub with Love® Spice Rub', priced at \$6.99 USD. The second is 'Celebrate 60! Commemorative Glass Mug', priced at \$11.99 USD. Each listing includes a product image, a description, and an 'ADD TO CART' button.

# Community Marketing

Launched pilot community advertising program

- Offered gratis advertising space to local chambers of commerce
- In return, WSDOT Ferries Division invited to present affordable advertising for chamber memberships



# Community Marketing

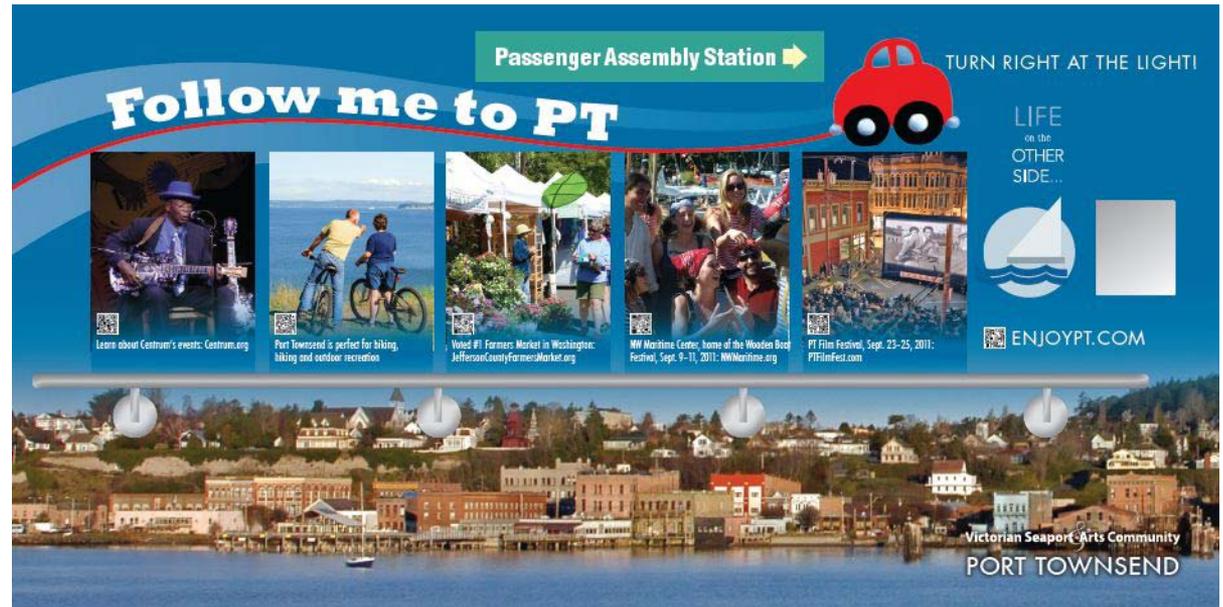
WSDOT Ferries Division now has over 35 local businesses from Bainbridge Island and Kitsap County advertising on the ferry system video screens

*“Our campaign has generated a wonderful response from our Bainbridge Island Community and visitors. Both are important target audiences for our branded THINK LOCAL FIRST campaign, and it would not have been possible to reach them as completely without your willingness to provide access to the visual components available through the digital screens and graphics on the Bainbridge Island ferry terminal” - Andie Mackin, B.I.D.A.*

# Community Marketing

Other communities engaged in the program include:

- Anacortes
- Port Townsend
- Coupeville (Whidbey Island)



# Next Steps

- Continue expansion of community marketing pilot program
- Create new partnerships and expand existing ones
- Second layer of website improvements
- Promoting ferry tales
- Recording new customer service announcements
- Commemorative anniversary magazine
- Travel packages

# Questions?

For more information on the WSDOT Ferries Marketing Program,  
please contact:

Marta Coursey

WSDOT Ferries Division Director of Communications

206-515-3918 or [coursem@wsdot.wa.gov](mailto:coursem@wsdot.wa.gov)