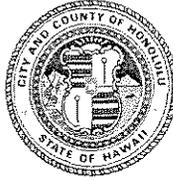


DEPARTMENT OF TRANSPORTATION SERVICES
CITY AND COUNTY OF HONOLULU

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MUFI HANNEMANN
MAYOR



WAYNE Y. YOSHIOKA
DIRECTOR

RICHARD F. TORRES
DEPUTY DIRECTOR

September 3, 2008

The Honorable Barbara Marshall, Chair
and Members
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawaii 96813

RECEIVED

SEP 4 7 59 AM '08

CITY CLERK
HONOLULU, HAWAII

Dear Chair Marshall and Councilmembers;

Attached for your information are copies of the "Oahu Intra-Island Demonstration Ferry Service Summary Report."

We hope this information will be useful to you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Wayne Y. Yoshioka".

Wayne Y. Yoshioka
Director

Attachments

APPROVED:

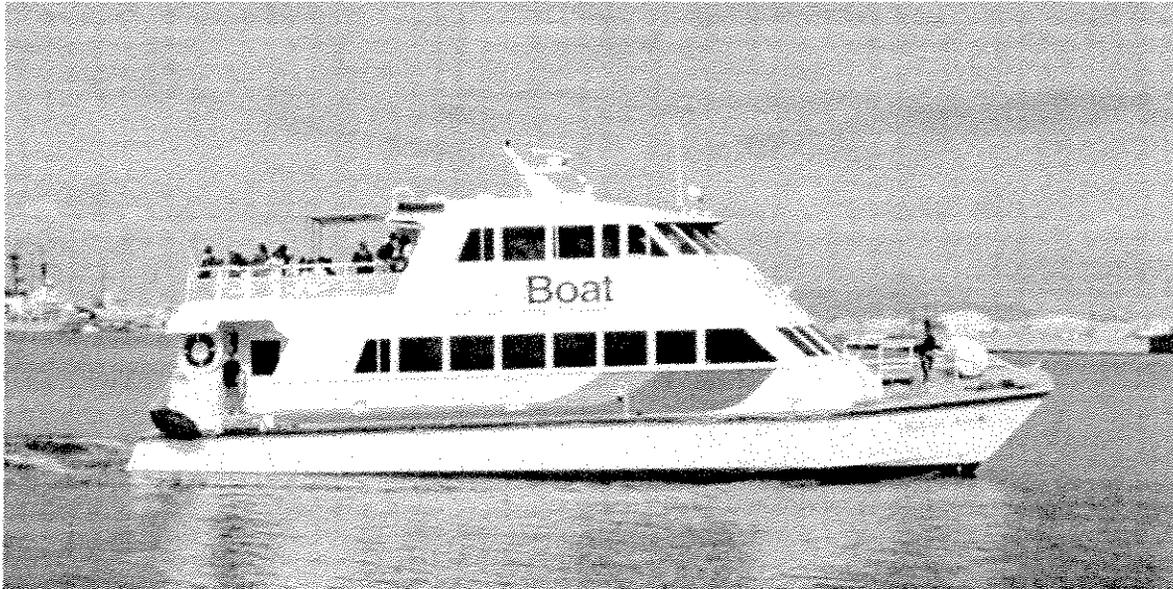
A handwritten signature in black ink, appearing to read "Wayne M. Hashiro".

Wayne M. Hashiro, P.E.
Managing Director

DEPT. COM. 718

TPW

OAHU INTRA-ISLAND DEMONSTRATION FERRY SERVICE SUMMARY REPORT



Prepared by



ART ANDERSON ASSOCIATES
VALUE BEYOND ENGINEERING®

INTRODUCTION

Art Anderson Associates, the City's contracted ferry consultant has prepared this report summarizing the performance of the City's "TheBoat" ferry service. This report reviews service performance to date, compares particular service traits with peer systems worldwide and discusses issues relevant to the service.

ROUTE SUMMARY

ROUTE AND SERVICE DESCRIPTION

The City and County of Honolulu (City) operates an intra-island passenger ferry service between Kalaheo-Barber's Point Harbor on Oahu's Leeward (west) Coast and Aloha Tower Marketplace (Pier 9) in downtown Honolulu (Figure 1). The service features a total of six round-trip runs per day, three in the morning commute hours and three in the evening commute hours. The service utilizes two 149-passenger high-speed aluminum catamaran ferries (the *Rachel Marie* and *Melissa Ann*) operated by Hornblower Marine Services-Pacific Navigation, Inc. (HMS Pac-Nav, Inc.) of Bainbridge Island, Washington.



FIGURE 1 - ROUTE MAP

THE OPTIMAL ROUTE?

One of the primary purposes of a demonstration service is to gather actual in-service data in order to determine the feasibility and characteristics of permanent service. The temporary nature of the service means that compromises are made in order to minimize expenditure of capital improvement funds. Temporary accommodations are made at each of the terminal facilities, for both passengers and vessels. These compromises results in the demonstration service being sub-optimal in describing the long-term performance of the service.

An example of this is found in the use of the Kalaeloa Barber's Point Harbor as the west terminal for TheBoat. While this is the most convenient location in terms of the temporary nature of the service, it does not represent an optimal location for the markets served by TheBoat.

The vast majority of TheBoat passengers live in locations west of Pearl Harbor, including the Leeward Coast, Makakilo, Kapolei and the Ewa/Ewa Beach areas. Passengers, particularly those in the Ewa/Ewa Beach areas, have to "travel west to travel east" in using the ferry service. In other words, despite the fact that their destination is Honolulu, they must first travel in the opposite direction to get to the Kalaeloa terminal. As shown in Figure 2 - Travel Patterns From Kalaeloa, this type of travel pattern is very inefficient. Ewa Beach residents account for 15% of our ridership, but riders are willing to commute this way because TheBoat offers a higher level of comfort not available by TheBus.

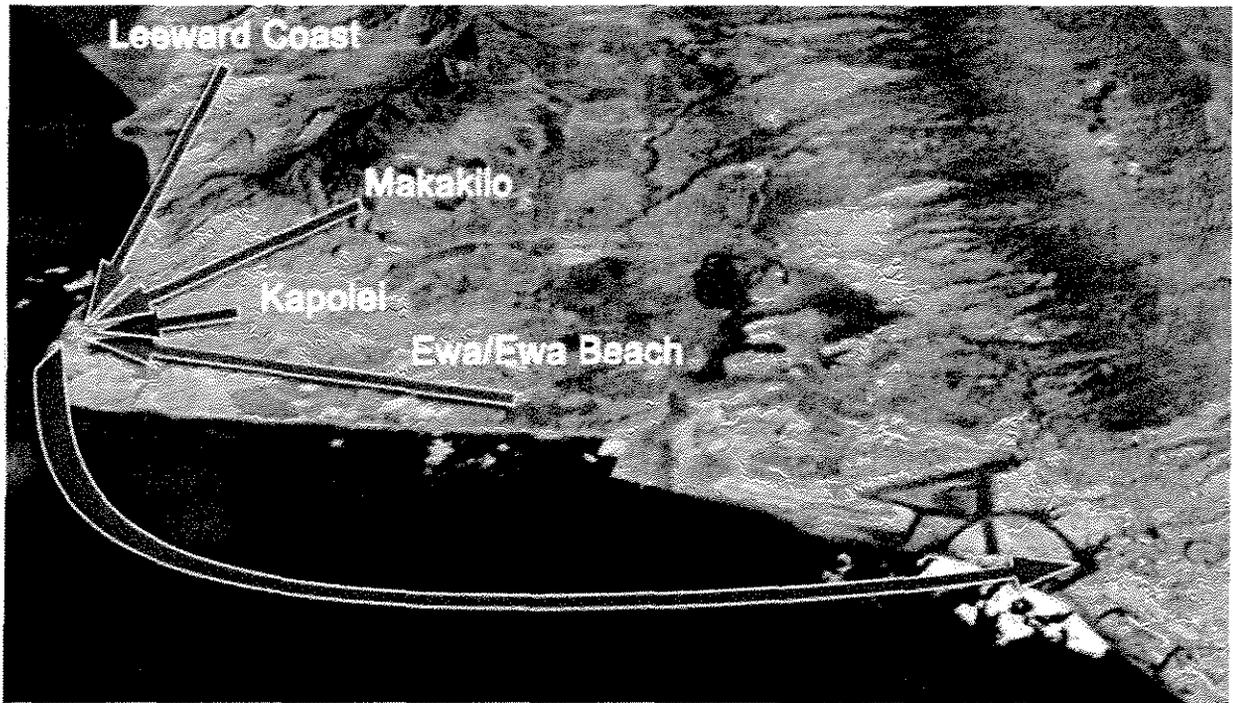


FIGURE 2 - TRAVEL PATTERNS FROM KALAELOA

The landside commute on the H-1 is congested and unreliable enough that these types of trip patterns using TheBoat still represent improvement. However, in many cases, the improvement is only marginal.

An additional terminal location located at Ocean Pointe, Iroquois Point, or Pearl Harbor, would likely be the single best improvement that could be made to the service. Some of the benefits would include:

- A significant reduction in the length of the route to 35 minute transit times, which will be significant improvement to using the roadways from the Ewa Beach area.
- Reduced headway times, better service frequency and reduced fuel consumption
- More convenient terminal access for a major market served by TheBoat (the Ewa/Ewa Beach area)
- Avoidance of the most operationally-challenging portion of the route (the turn around Barber's Point, which frequently involves travel in head seas and features the worst environmental conditions of the route)

In Figure 3, one can see the obvious improvement in travel pattern efficiency from the Ewa/Ewa Beach area, if a terminal were located at Ocean Pointe. A location at Iroquois point would be an even more significant improvement in travel efficiency. Service from Kalaeloa should be maintained for riders from the Leeward Coast, Kapolei and Makakilo neighborhoods.

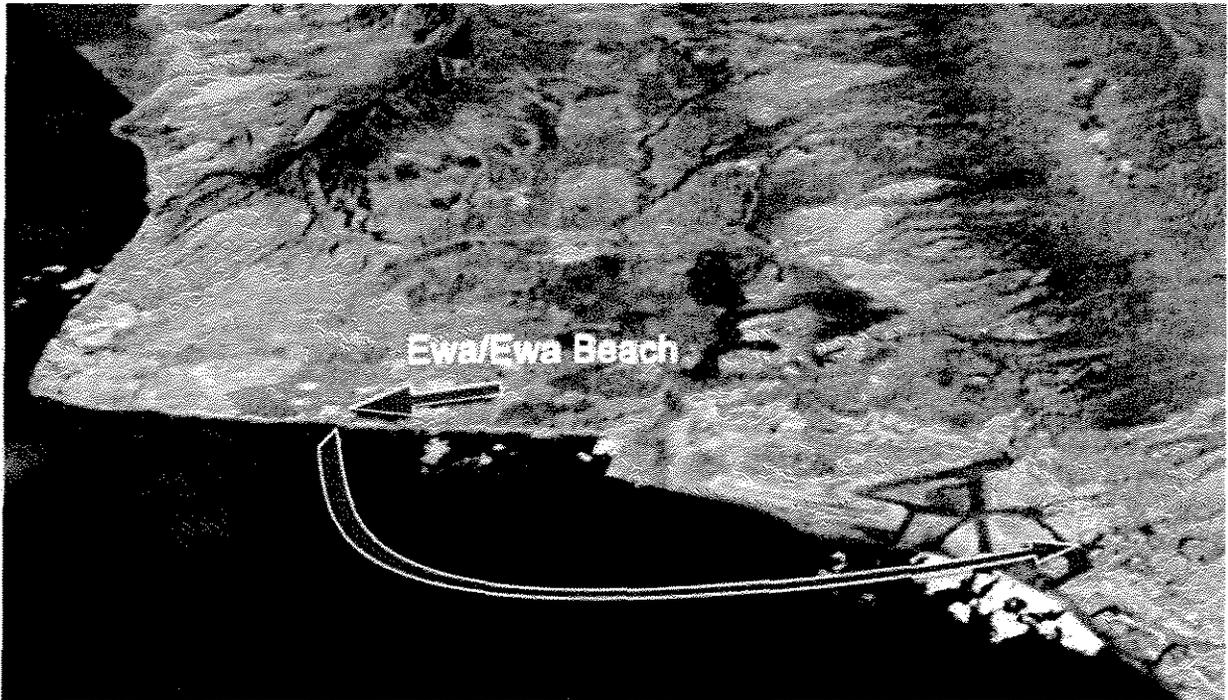


FIGURE 3 - TRAVEL PATTERNS FROM OCEAN POINTE

THE OPTIMAL VESSELS?

In December, 2007, the City's Ferry Consultant, Art Anderson Associates, performed an analysis of the service proposal submitted by HMS Pac-Nav, Inc., the operator of TheBoat. A significant portion of that analysis focused on the vessels being used for the service. In the analysis, Naval Architect Ken Fox describes the three major issues in marine commuter services that may cause and have caused such services to fail. Those three issues are:

1. **Unreliable Service:** Lack of reliability, compared with other available modes of commuting.
2. **Passenger Discomfort:** Discomfort on the ride that occurs with sufficient frequency, to cause passengers to avoid the service, if alternatives are available
3. **Operational Cost:** Cost of operation which, when passed to the commuters, is not competitive, when compared to other available commuting services, even considering the time saved and convenience of travel.

The most significant element underlying each of these issues is the vessels. Ferry industry best practices recognize the need to operate vessels appropriate to the route. In other words, the type of vessels utilized will make or break a service.

While Art Anderson Associates' analysis concluded that the current vessels (*Rachel Marie* and *Melissa Ann*) are adequate for the demonstration service, it described the situation as follows:

The route between Barber's Point and Oahu involves exposure to deep ocean swells, head seas, and some wind conditions which can cause slamming and necessitate slowing. The data presented...indicates significant sea conditions, particularly in the area of Barber's Point, and average wave heights greater than 1 meter. These conditions warrant consideration of either larger vessels, fitting of a ride control system to smaller vessels, or perhaps larger vessels with ride control systems. To date there is evidence that some sailings have been cancelled because of sea conditions and there has been some incidence of discomfort, which is to be expected.

The study went on to recommend that the City investigate the use of larger catamaran hulls fitted with ride control systems for permanent service. In addition to significantly increasing passenger comfort, such vessels, particularly if designed specifically for the conditions in Hawaii, would operate more efficiently and reliably relative to the current vessels. The added passenger comfort will almost assuredly attract additional riders to the service, who may have been previously dissatisfied with the level of comfort aboard the current vessels.

PEER SYSTEMS

In this report, we provide comparisons to "peer systems", which are other ferry systems in the US which have similar characteristics to TheBoat. A brief summary of these systems is included below, as well as bullet points emphasizing similarities to TheBoat service.

WASHINGTON STATE FERRIES/KING COUNTY FERRY DISTRICT (VASHON-SEATTLE)

Until recently, Washington State Ferries operated a passenger-only ferry from Vashon Island to downtown Seattle. On July 1st, 2008, the route was assumed by the newly-formed King County Ferry District. The 9.6-nautical-mile route operates year-round, providing three AM and three PM sailings aboard 149-passenger vessels. Annual ridership for the year 2007 was 125,024, and almost exclusively serves a commuter market.

SIMILARITIES WITH THEBOAT

- Primarily serves a commuter market
- Similar schedule and service profile (3 AM/3 PM runs)
- Vessels have same capacity
- Connects outlying community with urban center

VALLEJO-BAYLINK FERRY (VALLEJO-SAN FRANCISCO)

The Vallejo Baylink ferry operates four fast ferries on a route between Vallejo and San Francisco. The approximately 60-minute trip provides 12 round-trip weekday sailings and 9 weekend/holiday round-trip sailings. The route serves two primary destinations in San Francisco—the main SF ferry terminal (mostly commuter) and Fisherman’s Wharf at Pier 41 (mostly recreational). The route parallels existing landside transportation routes, which are frequently congested. The standard fare is \$15 one-way, with discounts for regular and youth/elderly/disabled passengers. The system carries approximately 800,000 annual passengers.

SIMILARITIES WITH THEBOAT

- Primarily serves a commuter market, but tourism also a component of ridership
- Similar route length
- Ferry route parallels a congested landside transportation route
- Connects outlying community with urban center

NEW YORK WATER TAXI (NEW YORK CITY)

The New York Water Taxi is a public-private commuter-based ferry system which operates four daily routes and an additional weekend route connecting multiple stops on the perimeter of Manhattan Island with locations such as Brooklyn, Yonkers, Williamsburg and Breezy Point. The service was launched in late 2001 and has grown significantly since. Fares depend on the particular route, but range from \$3-\$15. The longest route, between Haverstraw and Wall Street, takes almost 2 hours. Ample sightseeing opportunities exist. The system carries approximately 560,000 annual passengers.

SIMILARITIES WITH THEBOAT

- Primarily serves a commuter market, but tourism also a component of ridership
- Ferry routes parallel congested landside transportation routes
- Some vessels have same capacity

WHATCOM COUNCIL OF GOVERNMENTS DEMONSTRATION SERVICE (BELLINGHAM-FRIDAY HARBOR)

The Whatcom Council of Governments, the Metropolitan Planning Organization for communities in North Puget Sound, Washington, operated a demonstration passenger-only ferry service during the winter months of 2005-2006. The demonstration route served the communities of Bellingham, a mid-sized regional center and Friday Harbor, a city on San Juan Island. The service operated two round-trips per day on weekdays aboard the 149-passenger *Victoria Star*. The crossing took approximately 1 hour and 40 minutes, with standard fares of

\$10 for a one-way passenger, \$5 for youth and a commuter book of ten for \$75. During the demonstration period, daily ridership averaged 44 passengers.

SIMILARITIES WITH THEBOAT

- Demonstration ferry service funded by FTA grant
- Vessels have same capacity
- Connects outlying community with urban center

FERRY RIDERSHIP

TOTAL RIDERSHIP TO DATE

As of 8/1/2008, a total of 56,211 riders have used the service. Projecting the most recent month's daily ridership of 335 through the remainder of the demonstration period, ridership is expected to be 64,590. Assuming the same daily ridership of 335 for an entire year of service, annual ridership is estimated at 87,142. As the summer ends and schools resume, we anticipate ridership will continue to grow.

A number of factors contribute to the ridership increase on TheBoat, such as, the price of fuel, zipper lane increasing to a minimum of three occupants, expansion of the dedicated feeder shuttle buses on the west side and the department's extensive public outreach program to raise the public awareness of the service. The ridership figures are within the expected range for the first year of such a service.

TheBoat's annual ridership figure is approximately half of the annual ridership of the Washington State Ferries Vashon-Seattle route (125,024 annual pax), a route with similar service characteristics, but which is well-established. This figure is twice that of the demonstration service in Puget Sound (Bellingham-Friday Harbor), which would carry an estimated 24,245 annual passengers (extrapolated figure).

OVERALL DAILY RIDERSHIP

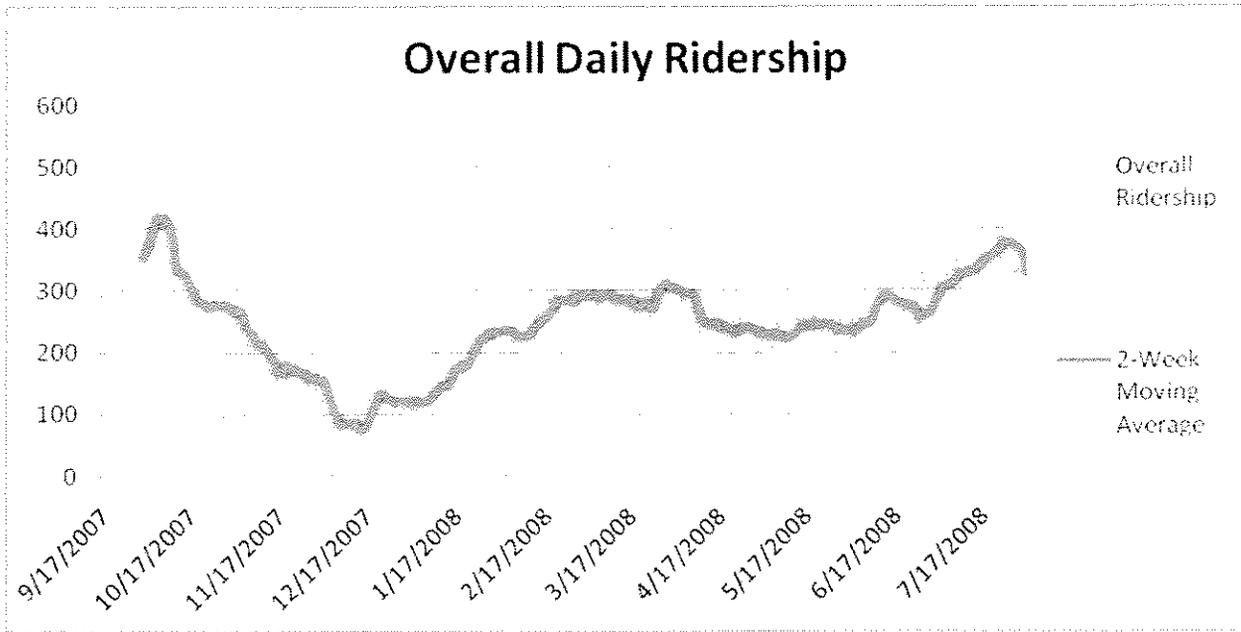


FIGURE 4 - OVERALL DAILY RIDERSHIP

RIDERSHIP BY AM/PM RUNS

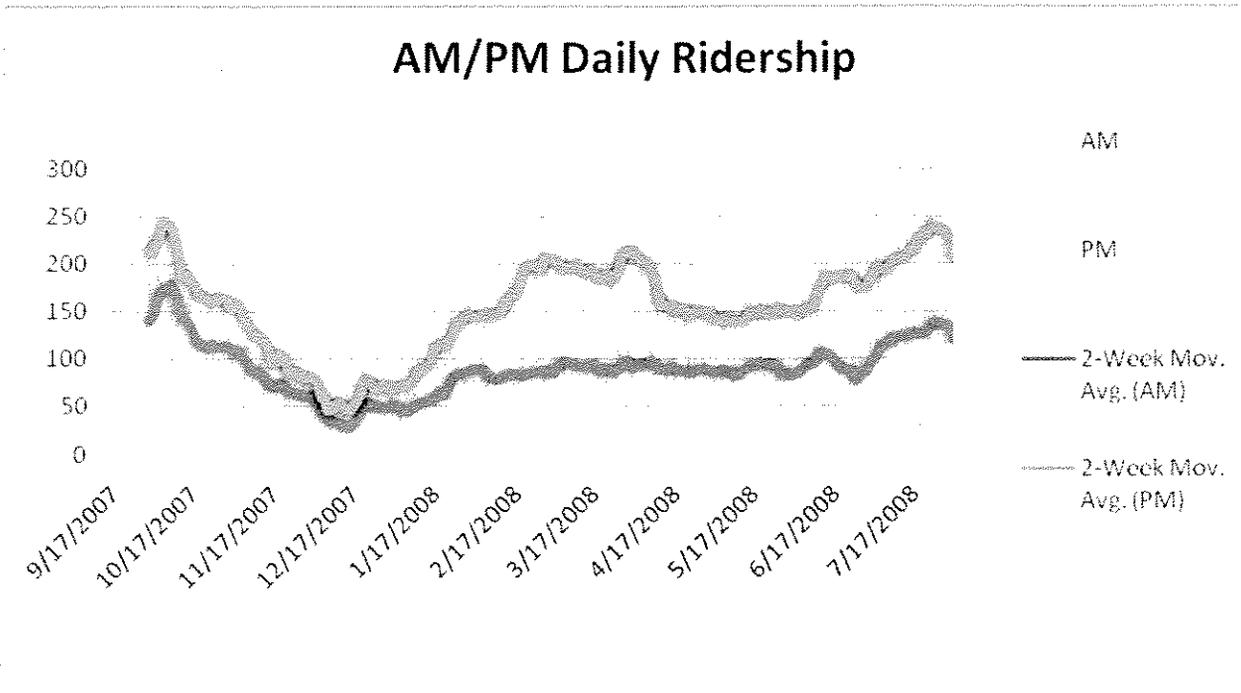


FIGURE 5 - AM/PM DAILY RIDERSHIP

MONTHLY RIDERS

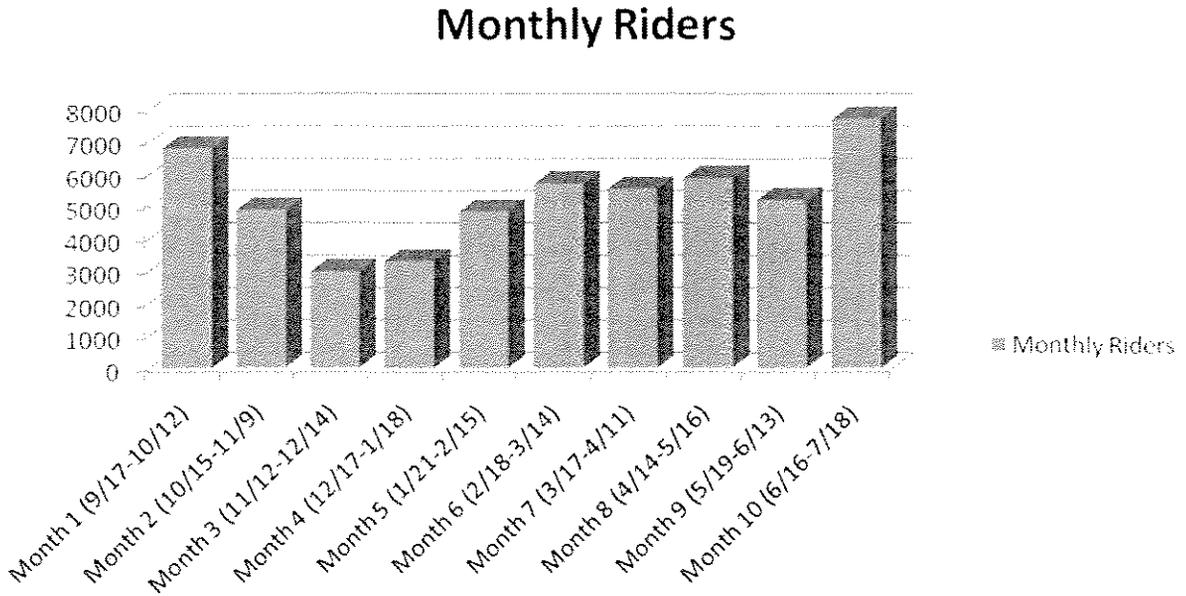


FIGURE 6 - MONTHLY RIDERS

LOAD FACTOR

The term “load factor” refers to the percentage of total seat capacity that is actually used by passengers. Ferry service is similar to airlines and other mass transit operations, in that in practical terms, it costs the same to run the boats empty as it does to run them full.

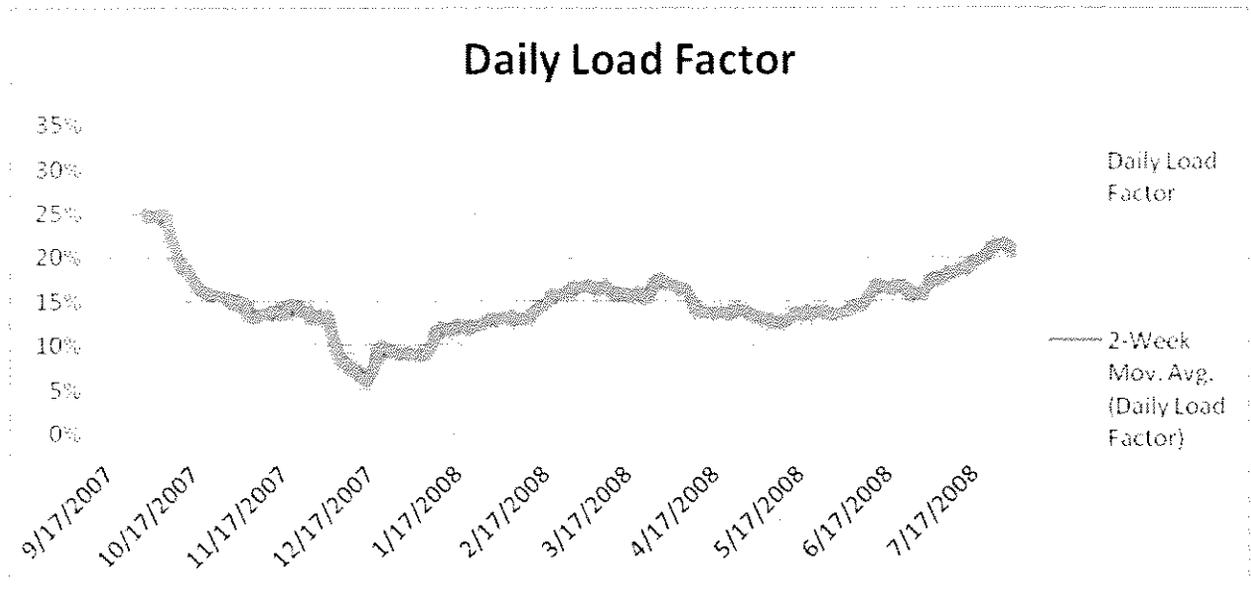


FIGURE 7 - DAILY LOAD FACTOR

MARKETS SERVED

Passenger surveys conducted over the course of the demonstration period have provided insight into the markets served by TheBoat. These results are summarized in the chart in Figure 8.

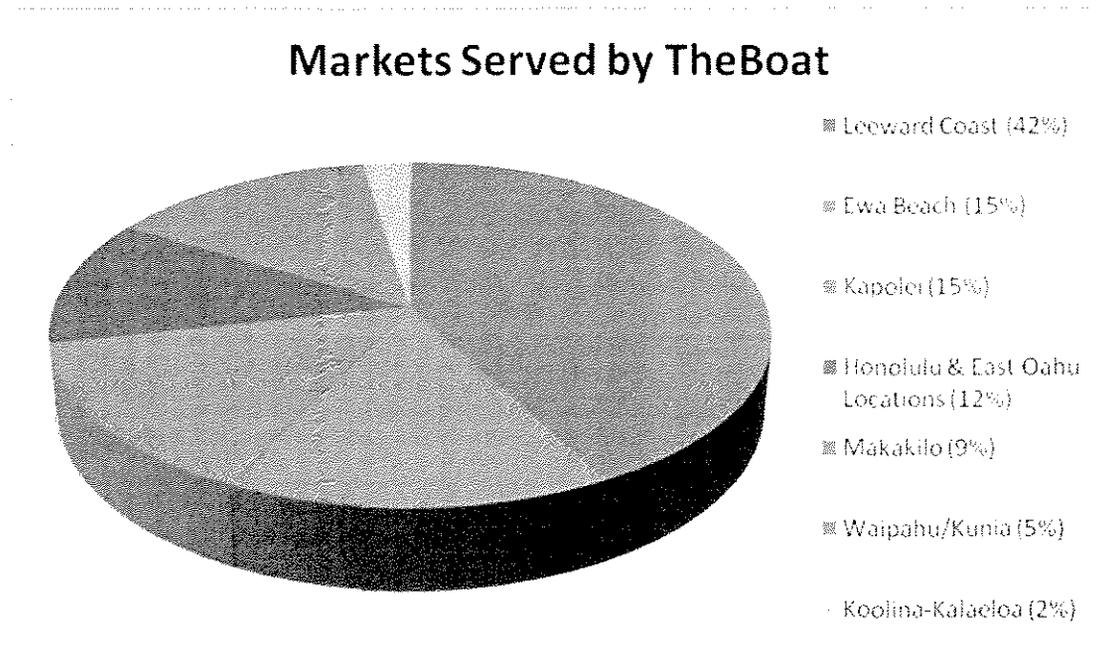


FIGURE 8 - MARKETS SERVED BY THEBOAT

It is clear from these results that the vast majority of riders using TheBoat are coming from Leeward Coast. This makes sense, considering a primary purpose of the service is to provide an alternative to the east-west H-1 commute. Those who live in places most affected by H-1 congestion are primary users of the service.

SERVICE SCHEDULE

TheBoat operates 3 AM and 3 PM round-trips on a schedule developed to effectively serve the commuter market that is the primary target of the service. From the beginning of the service until April, 2008, the schedule shown in Figure 9 was used.

Effective September 17, 2007

Kalaheo		Alpha Tower		Kalaheo	
Depart	Arrive	Depart	Arrive	Depart	Arrive
● 5:30 a.m.	6:30 a.m. ●	☒ 6:35 a.m.	7:35 a.m. ●	7:05 a.m.	8:05 a.m.
● 6:00 a.m.	7:00 a.m. ●	9:05 a.m.	10:05 a.m.		
● 8:00 a.m.	9:00 a.m. ●				
3:00 p.m.	4:00 p.m.	☒ 4:20 p.m.	5:20 p.m. ●		
● 4:00 p.m.	5:00 p.m.	● 5:20 p.m.	6:20 p.m. ●		
● 5:30 p.m.	6:30 p.m.	● 6:50 p.m.	7:50 p.m. ●		

Easy connections with TheBus:

- Connects with neighborhood shuttle routes F11, F12, and F13.
- Connects with downtown shuttle routes F2 and F3.
- Connects with route 413 between Kapaeha Transit Center and Kalaheo Pier.

No shuttle bus available to/from Kalaheo Pier.

☒ Recommended roundtrip Alpha Tower sightseeing cruise.

60 minute transit time.
Monday–Friday service.
Please arrive 10 minutes prior to departure.

FIGURE 9 - INITIAL SERVICE SCHEDULE

Based on the results of feedback from TheBoat’s website, on-board surveys and conversations with riders and non-users, a new schedule was developed and implemented beginning on March 31st. This schedule revision was designed to attract downtown workers to TheBoat and encourage more utilization of public transportation. The revised schedule, which is currently in operation, is shown in Figure 10.

Effective March 31, 2008			
Kalaheo	Aloha Tower		Kalaheo
Depart	Arrive	Depart	Arrive
● 5:30 a.m.	6:30 a.m. ●	6:35 a.m. ●	7:35 a.m. ●
● 6:30 a.m.	7:30 a.m. ●	7:35 a.m.	8:35 a.m.
● 8:00 a.m.	9:00 a.m. ●	9:05 a.m.	10:05 a.m.
2:50 p.m.	3:50 p.m.	3:55 p.m. ●	4:55 p.m. ●
● 3:55 p.m.	4:55 p.m.	● 5:00 p.m.	6:00 p.m. ●
● 5:10 p.m.	6:10 p.m.	● 6:15 p.m.	7:15 p.m. ●


Easy connections with TheBus:
 ● Connects with neighborhood shuttle routes F11, F12, and F13.
 ● Connects with downtown shuttle routes F2 and F3.
 ● Connects with route 413 between Kapaeha Transit Center and Kalaheo Pier.
 No shuttle bus available to/from Kalaheo Pier.
 ☑ Recommended roundtrip Aloha Tower sightseeing cruise.

60 minute transit time.
 Monday–Friday service.
 Please arrive 10 minutes prior to departure.

FIGURE 10 - MODIFIED SERVICE SCHEDULE

LANDSIDE CONNECTIONS

AN INTEGRATED TRANSIT SYSTEM

While it seems a very basic concept, many other peer systems have struggled to justify passenger ferry investments because citizens and representatives do not view ferries in the same way they do other transit modes. Because of this conflict, ferry systems are held to different standards than busses and trains, which can often cause them to fail. Moreover, lack of integration with other transit modes (e.g. integrated fares, synchronized schedules) decreases the attraction of the service, repelling riders who would otherwise use the service.

We avoid this issue and recognize TheBoat service as an integral component of a broader transit network. In fact, this recognition is demonstrated in a number of ways. Landside feeder shuttles instill confidence in riders to leave their cars at home by providing dedicated, direct service to and from the ferry. These buses provide express service between piers, when a sailing is cancelled, mitigating the effect of the cancellation and building confidence that users can rely on the transit system in all conditions. Fares are fully integrated with the rest of the public transit system, with fares the same as riding the bus, and transfers and bus passes accepted on TheBoat. Even the marketing of the service reflects the system integration—“TheBoat” is instantly associated with “TheBus” and “TheHandiVan”, two other public transit modes on Oahu.

FEEDER SHUTTLE RIDERSHIP

TheBoat is serviced by a fleet of busses which serve as dedicated feeder shuttles for the service. Few other peer systems operate dedicated, synchronized shuttle routes. The shuttles are prime examples of the City’s view of TheBoat as an integrated component of Oahu’s public transportation network. They are a key service benefit that helps instill confidence in riders to leave their vehicle at home and still get to and from their destination in a convenient and predictable time frame.

One particular challenge with the feeder shuttles was bus timing. Critical to utilization of any multi-modal transit system is the level of confidence a rider has that they will make their connection. Each mode change increases the potential for a missed connection. TheBoat’s feeder shuttle bus system consists of dedicated buses programmed for each sailing. A rider cannot simply wait for the next bus as is the case of a single mode system. It is important that coordination and route timing is followed by bus operators. Training and communication have been important strategies to ensure rider confidence that feeder busses operate on schedule.

An expansion of the existing shuttle bus service on the West side will start on August 25, 2008. The expansion will extend the existing shuttle bus service to Makaha, Villages of Kapolei, and the community of Kaupē’a (Kapolei). In addition, Route 41 (Ewa Beach to Kapolei Transit Center) will be expanded to link with the F13 shuttle bus at Kapolei Transit Center with a connection time of 5 minutes or less.

TOTAL FEEDER SHUTTLE RIDERSHIP

NOTE: The following information is based on the period from January 21st-Present.

Route	Total Riders	Per-Run Average
F11 (Kalaeloa-Waianae Coast)	6,511	9
F12 (Kalaeloa-Makakilo)	3,279	4
F13 (Kalaeloa-Villages of Kapolei)	5,455	8
F2 (Aloha Tower-University)	4,003	5
F3 (Aloha Tower-Waikiki)	4,335	6
Total	23,583	6

TABLE 1 - FEEDER SHUTTLE RIDERSHIP

BACKUP BUSES

In the event a scheduled vessel run cannot operate, whether due to weather conditions or mechanical failure, an alternate “backup” bus is used to get ferry riders to their destination. This bus transits across the island on the H1 freeway and operates on the same departure schedule as the vessel run it replaces. The purpose of this backup is one of service reliability—to avoid cancelled runs and ensure that commuters can rely upon the printed service schedule no matter what.

During the course of the service, the backup busses were used 147 times, out of a total of 2,724 scheduled trips. The catastrophic port engine failure of the Rachel Marie contributed to 70 of those trips. High surf and winds contributed to 40. The remaining times were due to unanticipated repairs necessary before the vessels could return to service. A summary of these instances, including outage information is included below in Table 2:

Date	Cancelled Ferry Run	Reason
9/17/08 – 9/25/08	2 nd morning and afternoon sailing (14)	Rachel Marie did not receive US Coast Guard certification, and then developed electrical problem.
10/1/08	2 nd afternoon sailing (1)	Melissa Ann developed crack in hull which needed to be repaired.
10/12/08	2 nd morning and afternoon sailing (2)	Melissa Ann developed crack in hull which needed to be repaired
11/5/08	1 st & 2 nd morning sailing and all three afternoon sailings (5)	High surf
11/7/08 – 11/21/08	2 nd morning and afternoon sailing(22)	Rachel Marie aftercooler failed allowing water to mix with the engine oil and seizing 5 out of the 16 cylinders of the port engine. Port engine needs to be replaced.
11/22/08	All morning and afternoon sailings (6)	High surf
11/23/08 – 11/30/08	2 nd morning and afternoon sailing (12)	Rachel Marie aftercooler failed allowing water to mix with the engine oil and seizing 5 out of the 16 cylinders of the port engine. Port engine needs to be replaced.
12/3/08	All morning and 2 nd afternoon sailing (4)	High surf cancelled the morning sailings. Also, Rachel Marie aftercooler failed allowing water to mix with the engine oil and seizing 5 out of the 16 cylinders of the port engine. Port engine needs to be replaced.
12/4/08 – 12/7/08	All morning and afternoon sailings (24)	High Surf
12/12/08	2 nd morning sailing (1)	Rachel Marie could not start, starter cable was replaced.
12/13/08 – 12/21/08	2 nd morning and afternoon sailing (14)	Fuel detected in the engine oil of the new port engine of the Rachel Marie. Technicians checking and sea trials performed.
12/27/08	2 nd afternoon sailing (1)	During sea trials on the Rachel Marie, the port engine experienced mechanical problem.
12/28/08 – 1/11/08	2 nd morning and afternoon sailing (20)	It was determined that the Rachel Marie's port engine was improperly set up resulting in the mechanical problems.
2/5/08	2 nd afternoon sailing (1)	Rachel Marie could not generate oil pressure

		after an oil change. The oil pump was not working properly.
2/26/08	2 nd afternoon sailing (1)	Return fuel line on the Rachel Marie was rusted and need to be replaced
3/18/08	2 nd afternoon sailing (1)	Rachel Marie needed to have water pump replaced.
4/17/08	1 st and 3 rd afternoon sailing (2)	Melissa Ann caught rope in propeller, diver was required to remove tangled rope
4/21/08	3 rd morning sailing (1)	High surf
4/22/08	1 st and 3 rd afternoon sailing (2)	Water valve worn out on Melissa Ann.
5/26/08	2 nd afternoon sailing (1)	Melissa Ann's starboard engine could not keep the engine oil filler cap on from over pressurization in the engine.
5/27/08	2 nd morning sailing (1)	Melissa Ann's starboard engine could not keep the engine oil filler cap on from over pressurization in the engine.
6/3/08	2 nd afternoon sailing (1)	Rachel Marie's oil hoses were changed, but not all of the hoses were tightened.
6/13/08	3 rd afternoon sailing (1)	Melissa Ann developed a coolant leak in the sea water cooling system.
6/16/08	3 rd afternoon sailing (1)	Melissa Ann oil filler cap will not stay on.
6/17/08	2 nd afternoon sailing (1)	Melissa Ann's starboard engine could not keep the engine oil filler cap on from over pressurization in the engine.
6/20/08	2 nd morning and afternoon sailing (2)	Rachel Marie needed to have turbo charger replaced.
7/25/08	3 rd afternoon sailing (1)	Melissa Ann's water alarm indicated that there is a hole in the hull.
7/28/08	2 nd morning sailing (1)	The repairs to the Melissa Ann could not be performed in time for the morning service
7/30/08	2 nd afternoon sailing (1)	Rachel Marie was losing coolant. Technicians changed one of the engine heads.
7/31/08	2 nd morning and afternoon sailing (2)	Rachel Marie was losing coolant. Technicians changed one of the engine heads.

TABLE 2 - BACKUP BUS UTILIZATION

FERRY OPERATIONS

IN-SERVICE PERFORMANCE

In-service performance measures the number of runs completed out of the total number scheduled. This metric provides guidance on the reliability of the vessels serving the route. Service outages can be caused by cancellations due to regulatory issues, mechanical problems or unsafe weather conditions. Figure 11 below summarizes the cumulative in-service performance of both vessels throughout the course of the demonstration period.

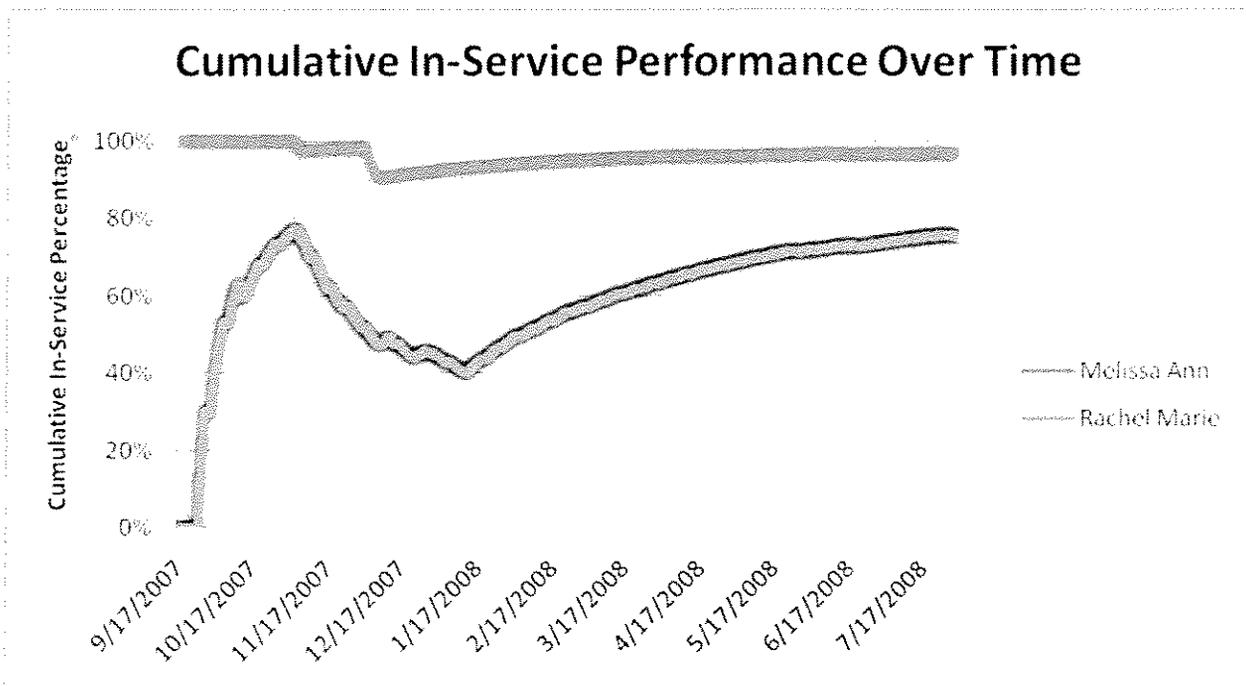


FIGURE 11 - CUMULATIVE IN-SERVICE PERFORMANCE OVER TIME

As the graph indicates, there were a number of service reliability issues in the first few months of operation. This was particularly true with the *Rachel Marie*, which experienced a number of mechanical problems and witnessed multiple out-of-service periods of a week or more.

One significant impact to service reliability occurred during the week of December 3rd, where all but four of the week's sailings were cancelled due to weather conditions. These cancellations impacted the reliability rates of both vessels.

A significant turning point for in-service performance occurred in mid-January, when the *Rachel Marie* was placed back in service following a rebuild of her port engine. Since January 21st, both vessels have achieved a stellar in-service record. Since then, the *Melissa Ann* has achieved a

98.9% in-service performance. In the same time period, the *Rachel Marie* has achieved a 94.6% in-service performance. These results are well within normal conditions for passenger ferry systems, as shown in Table 3.

Melissa Ann In-Service Performance Since Jan 21st

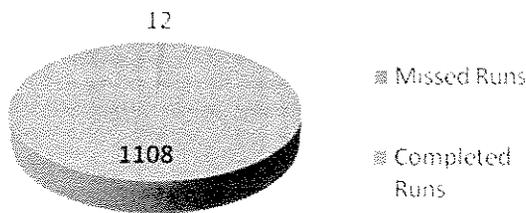


FIGURE 12 - MA IN-SERVICE PERF. SINCE JAN 21ST

Rachel Marie In-Service Performance Since Jan 21st

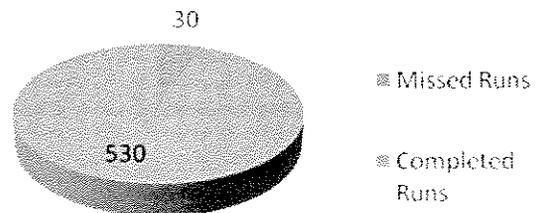


FIGURE 13 - RM IN-SERVICE PERF. SINCE JAN 21ST

COMPARISON TO PEER SYSTEMS

In Table 3 below, information on in-service performance is given for the peer systems identified in this report.

Peer System Operator	In-Service Performance
Washington State Ferries (Vashon-Seattle)	99.2%
Vallejo Baylink	95.7%
New York Water Taxi	Data not Available
Whatcom Council Demonstration Service	100%

TABLE 3 - PEER SYSTEM IN-SERVICE PERFORMANCE COMPARISON

ON-TIME PERFORMANCE

NOTE: On-time performance uses a 10-minute window. If a vessel is more than ten minutes past its scheduled arrival time, it is considered late.

In Figure 14 and Figure 15 below, pie charts illustrate the on-time performance for both vessels over the life of the service.

Melissa Ann On-Time Percentage

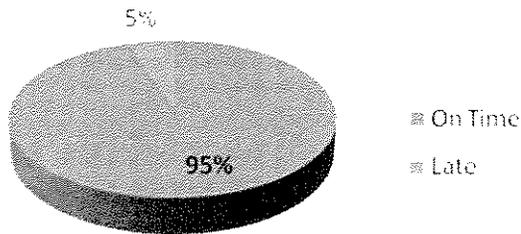


FIGURE 14 - MA ON-TIME PERCENTAGE

Rachel Marie On-Time Percentage

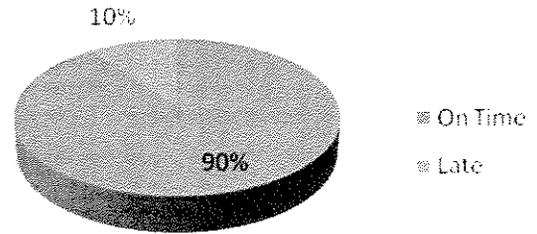


FIGURE 15 - RM ON-TIME PERCENTAGE

In Figure 16 and Figure 17 are pie charts illustrating the on-time performance for both vessels in the westbound and eastbound directions.

Eastbound On-Time % (Both Vessels)

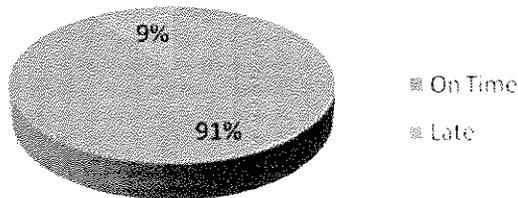


FIGURE 16 - EASTBOUND ON-TIME PERCENTAGE

Westbound On-Time % (Both Vessels)

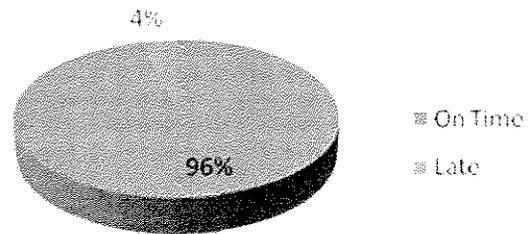


FIGURE 17 - WESTBOUND ON-TIME PERCENTAGE

A number of factors can contribute to a vessel being late. These may include:

- Departure delays while waiting for feeder buses delayed by traffic
- Weather/sea conditions necessitate course deviation or slower transit speed
- Course deviations and/or delays due to vessel traffic in Honolulu Harbor and at Pearl Harbor

COMPARISON TO PEER SYSTEMS

As shown in Table 4 - Peer System On-Time Performance Comparison below, the on-time percentage for TheBoat is lower, but within a range similar to other peer systems. The difference is most likely due to characteristics unique to TheBoat's route. These and most passenger ferry systems do not operate in the open ocean like TheBoat does. Operating in the ocean environment can increase the likelihood of delays in transit if there are higher-than-normal seas. The presence of Naval Station Pearl Harbor along the route is unique to TheBoat, and delays have been documented due to vessels entering and exiting the harbor. Other vessel traffic delays have been due to cruise traffic entering and existing Honolulu harbor. In addition, this multi-modal system offers coordinated connections between TheBus and TheBoat, which has contributed to a decrease in on-time performance, as early on in the project TheBoat routinely waited for the feeder buses in Honolulu to negotiate the afternoon rush hour traffic.

Peer System Operator	On-Time Performance
Washington State Ferries (Vashon-Seattle)	96.2%
Vallejo Baylink	>99%
New York Water Taxi	95%
Whatcom Council Demonstration Service	Data not available

TABLE 4 - PEER SYSTEM ON-TIME PERFORMANCE COMPARISON

VESSEL MAINTENANCE

During the course of the service, maintenance and repair tasks may occasionally be required. The table below summarizes the maintenance and repair history of the vessels. This maintenance record represents all unplanned maintenance. All planned, preventative maintenance is completed as scheduled in the planned maintenance program included in Appendix A.

Month of Operation	Vessel	System	Description of Work
Month 1	MA	Aux power	Stbd generator motor repaired
Month 1	MA	Exterior	Resecured spray shield in tunnel
Month 1	MA	Piping	Replaced corroded black water pipe and flange
Month 1	MA	Hull	Repaired crack in chine – port outboard
Month 1	RM	Propulsion	Replaced MIM and ECM components
Month 1	RM	Propulsion	Design and install dedicated power system for ECMs
Month 1	Both	Shore	Install shore power
Month 1	Both	Safety	Certification of IBAs
Month 1	Both	Safety	Replace EPIRB batteries
Month 1	MA	Navigation	Replace GPS unit
Month 1	RM	Safety	Repair engine room fire dampers
Month 1	Both	House	Repairs to HVAC systems
Month 1	MA	House	Replace PA amplifier and CD player
Month 1	MA	House	Repair refrigerator
Month 1	RM	Helm	Replace stbd steering pump
Month 2	RM	House	Repairs to HVAC systems
Month 2	RM	Propulsion	Replaced main engine exhaust lagging
Month 2	RM	Auxiliary	Replaced port auxiliary exhaust elbow
Month 2	RM	Auxiliary	Replaced port auxiliary control panel
Month 2	RM	Auxiliary	Installed vent blowers in lazarette
Month 2	MA	House	Replaced damaged forward bow deck hatch window
Month 2	MA	House	Replaced several fluorescent light ballasts
Month 2	MA	Hull	Repaired crack in port outboard hull

Month 3	RM	House	Repairs to HVAC systems
Month 3	RM	Propulsion	Replaced main engine exhaust lagging
Month 3	RM	Auxiliary	Replaced port auxiliary exhaust elbow
Month 3	RM	Auxiliary	Replaced port auxiliary control panel
Month 3	RM	Auxiliary	Installed vent blowers in lazarette
Month 3	MA	House	Replaced damaged forward bow deck hatch window
Month 3	MA	House	Replaced several fluorescent light ballasts
Month 3	MA	Hull	Repaired crack in port outboard hull
Month 4	RM	Propulsion	Replaced port main engine
Month 4	RM	Propulsion	In-frame overhaul of stbd main engine
Month 4	RM	Hull	Touched up hull paint
Month 4	RM	House	Repaired under cladding of superstructure
Month 4	MA	House	Replaced damaged main deck overhead panels
Month 5	MA	Electrical	Replaced high level alarm switch on tanks
Month 5	MA	Safety	Seal deck penetrations for fixed fire suppression system
Month 5	RM	Safety	Seal deck penetrations for fixed fire suppression system
Month 5	MA	House	Repaired starboard head
Month 5	MA	House	Replace light ballasts
Month 5	RM	Auxiliary	Install battery switch starting circuit
Month 5	RM	Propulsion	Install chafing gear on wiring harness
Month 5	RM	Propulsion	Replace SME 24v starting battery charger
Month 5	RM	Exterior	Paint boarding areas port & starboard
Month 5	RM	Exterior	Non-skid and paint stairwells
Month 5	RM	House	Clean carpets and seat backs
Month 5	MA	Auxiliary	Installed low psi cut-out switch on potable water
Month 5	RM	Auxiliary	Replaced battery switch on port generator
Month 5	RM	Auxiliary	Replaced battery on port generator
Month 5	MA	Propulsion	Haul and install new propellers
Month 5	MA	HVAC	Replace air handler blower and motor
Month 5	MA	Exterior	Install new deflector plate aft starboard underside of house
Month 5	RM	Propulsion	Replace starboard main engine CSIM and telescopic cable
Month 6	MA	Auxiliary	Installed back-up potable water pump and accumulator
Month 6	RM	Auxiliary	Replaced bad battery cables on 24v start system

Month 6	RM	House	Repaired loose carpet
Month 6	RM	House	Replaced rivets in seat backs and arm rests
Month 6	MA	Exterior	Repairs to starboard quarter
Month 6	RM	Electrical	Repaired shore power cable
Month 6	MA	Propulsion	SME exhaust raw water discharge leak repaired
Month 6	MA	Safety	Port engine room dampers repaired
Month 6	RM	Fuel	Temporary repairs to fuel return line
Month 7	MA	HVAC	Replaced condenser coil on unit two
Month 7	MA	House	Installed deck drains in heads
Month 7	MA	Navigation	Replaced stern light
Month 7	MA	Navigation	Replaced mast head light
Month 7	RM	Propulsion	Replaced cooling water hoses at SME jacket water pump
Month 7	RM	Propulsion	Replace oil and fuel lines on SME and PME
Month 7	MA	Propulsion	Replace SME exhaust elbow
Month 7	MA	HVAC	Replaced condenser coil on units one and three
Month 7	MA	Electrical	Replaced stbd laz bilge alarm switch
Month 7	RM	Propulsion	Replaced SME raw water pump
Month 8	MA	Propulsion	Replaced raw water pump impellers
Month 8	RM	House	Replaced bolts on forward main deck seats
Month 8	RM	House	Replaced galley sink fixture
Month 8	MA	HVAC	Replaced cooling water pump
Month 8	MA	Electrical	Cut out bad section of shore power cable
Month 8	RM	Propulsion	Replaced failed coolant sensor on PME
Month 8	MA	HVAC	Repaired bad contact on upper deck unit
Month 8	RM	HVAC	Replaced worn motor bearing
Month 9	RM	Fuel	Permanent repairs to PME fuel return
Month 9	RM	Electrical	Rewire and hang cables in stbd laz
Month 9	RM	Safety	Replace CO2 shutdown cables
Month 9	RM	Safety	Replace ring buoy
Month 9	RM	Safety	Service fixed fire system
Month 9	Both	Safety	Mounted AED cabinets
Month 9	RM	Safety	Replace EPIRB Hydrostatic Release
Month 9	RM	House	Repair leak in potable water tank
Month 9	MA	Exterior	Replace cracked bridge window
Month 9	MA	House	Replace galley sink fixture
Month 9	MA	Propulsion	Replace SME raw water pump
Month 9	RM	Safety	Repaired fixed fire system shutdown
Month 9	MA	Safety	Repaired fixed fire time delay and leak
Month 10	RM	Propulsion	Replace PME turbos

Month 10	RM	Navigation	Repair ship's whistle
Month 10	RM	Electrical	Repair bilge level switch
Month 10	RM	Propulsion	Replace SME oil filter hoses
Month 10	RM	Propulsion	Replace oil cooler hoses
Month 10	RM	House	Repair main deck bench seating
Month 10	MA	House	Repair PA microphone
Month 10	MA	Steering	Repair steering cylinder leak
Month 10	RM	Propulsion	Replace PME blowers and aftercoolers
Month 10	RM	Propulsion	Replace SME turbos, blowers and aftercoolers
Month 10	RM	Navigation	Repair AIS
Month 10	MA	Exterior	Repair expanded metal on aft deck
Month 10	RM	House	Installed filter on coffee maker supply line
Month 10	RM	House	Repaired starboard head
Month 10	MA	Safety	Replaced EPIRB battery

TABLE 5- UNPLANNED VESSEL MAINTENANCE RECORD

FINANCIALS

PART OF THE WHOLE

We take a longer perspective that TheBoat is a vital component of an integrated, multi-modal transportation system. Since Oahu is surrounded by water, why not utilize that channel, which has virtually no infrastructure or maintenance cost when compared to our highways?

Considering the Public Transit budget of \$196 million, TheBoat amounts to only 2% or \$4 million. The \$4 million is well spent to continue the waterborne factor to deliver a whole multimodal transportation system.

Honolulu Public Transit Budget

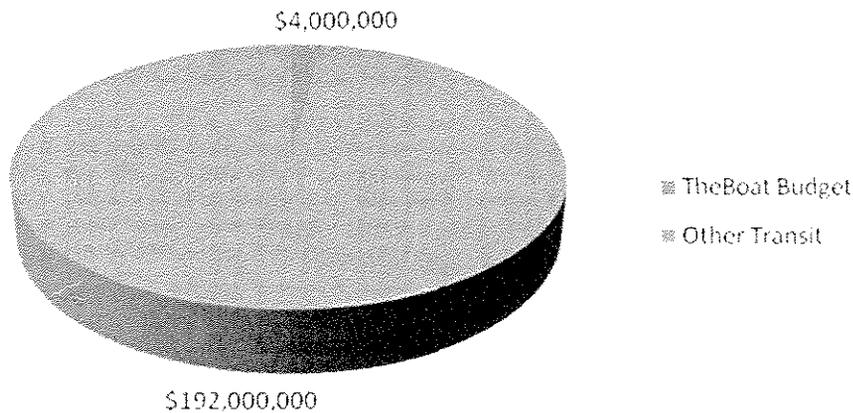


FIGURE 18 - HONOLULU PUBLIC TRANSIT BUDGET

SEPARATE SYSTEM

If we viewed the cost of TheBoat as an independent travel mode for budgetary purposes, the cost is about \$325,000 per month. In July 2008, TheBoat sailed with about 7,830 boardings (see Figure 6 - Monthly Riders). This equates to about \$42 per boarding. We can gauge this cost to other AM/PM weekday express modes. The 85A Express, Kailua/Kaneohe to Downtown/UH, costs about \$53 per boarding. The 86A, Kaneohe/Kahaluu to Pearl Harbor, operates at about \$50 per boarding.

These costs may seem high; however, we, again, view these routes just like TheBoat as necessary, integral parts of a whole public transit system delivering service and modes to commuters. Meanwhile, cost is spread out or distributed because majority of the riders are using monthly passes, which entitles them to multimodal choices.

OPERATING ENVIRONMENT

WIND AND SEA CONDITIONS

Most passenger ferry systems in North America operate in semi-protected or protected waters. TheBoat is fairly unique in that it operates in a fully-exposed, open ocean environment. This presents a number of additional challenges for the service beyond what other systems experience.

From the rider's perspective, the most apparent is one of comfort. Protected routes feature very little vessel movement, making it easy for passengers to walk around the cabin, enjoy hot beverages and read or do work. On the open ocean, however, this becomes much more difficult.

The vessel will pitch often, and sway frequently as the pilot negotiates the vessel among the waves. The constant motion can create difficulty in moving throughout the cabin, can make it challenging to read or enjoy a hot beverage, and can even make people seasick.

The motion is exacerbated in head seas (waves moving in the opposite direction of travel), which increase the frequency of wave impact. High winds and wave heights also intensify vessel motion. Upon its exit from Kalaeloa Barber's Point Harbor, TheBoat experiences the worst conditions of the route. Wave heights are often the highest in the leeward convergence zone off Barber's Point, and TheBoat will frequently have to contend with strong head seas until it gets around the point. Once clear of the point, conditions are often much calmer all the way to Honolulu. Westbound trips are often much more comfortable than eastbound trips because of the greater occurrence of following seas.

Wind and sea conditions also have a significant effect on fuel consumption and efficiency. In head seas, the vessel must work against the wind and current, requiring it to operate at higher power levels in order to maintain speed. In these conditions, the route the vessel follows is much more unpredictable and indirect, as the pilot must steer clear of large waves as he tries to minimize hull slamming. In many ways, traveling in head seas is similar to traveling uphill—the vessel must work much harder to make progress. In the same respect, efficiency is greatly increased in following seas, as the pilot can take a more direct route, and the vessel can essentially 'surf' the prevailing waves.

TYPICAL CONDITIONS

Wind conditions are typically the strongest off Barber's Point, with 10-20-kt wind speeds the most common. Wind speeds dampen closer to Honolulu Harbor, usually dropping to 5-10 kts. Winds are almost always out of the east to east-northeast.

Wave conditions are typically the strongest off Barber's Point. Wave heights in this area are frequently 3-5 feet coming out of the south and east. Wave heights usually taper off to 2-4 feet or less closer to Honolulu Harbor.

SEASICKNESS

Because the service operates in the open ocean, there is significant potential for seasickness among ferry riders. Seasickness occurs when the body is confused by the rocking motion of a moving vessel relative to a frame of reference. The condition often results in nausea, and in some cases, physical symptoms such as vomiting. The occurrence of seasickness obviously has a significant impact on passenger comfort, both for the person experiencing seasickness and potentially for those around them (in the event of physical symptoms).

The service monitoring program records incidents of seasickness, including documenting passenger complaints and actual physical symptoms. Experienced at sea, the vessel crews are trained to assist passengers who complain or exhibit symptoms.

Based on the trip record data submitted by the vessel crew, there have been 240 seasickness complaints over the course of the demonstration period, representing 0.16% of all passengers and averaging one complaint for every 6 sailings. In the same period, there have been 108 incidents of passengers demonstrating physical symptoms, representing 0.07% of all passengers and averaging one incident for every 14 sailings.

MARINE WILDLIFE

The service operates in waters that are frequented by marine mammals, including dolphins and whales and other sea creatures such as sea turtles. While they can offer a pleasant sightseeing experience for riders, great care must be taken to ensure marine wildlife safety. Knowledge of the occurrence of marine wildlife along the route will help guide future decisions on vessel selection, routing and crew staffing.

The service monitoring program records all instances of marine wildlife sightings. Based on these records, there have been a total of 431 trips in which one or more wildlife sightings occurred during the course of the demonstration period. 326 of these sightings included whales, the vast majority of which were humpbacks. 90 of these sightings included dolphins, most of which are of the spinner variety. Sightings have occasionally included sharks, turtles and manta rays.

Marine wildlife sightings are highly seasonal, and depend on the migratory patterns of the wildlife. Through the course of the demonstration period, we have been able to see these seasonal trends. Figure 19 below summarizes the number of sightings throughout the course of the service. As evidenced by the graph, the winter months see a significant increase in the number of wildlife sightings. Most of the sightings during this period are whales.

Marine Wildlife Sightings

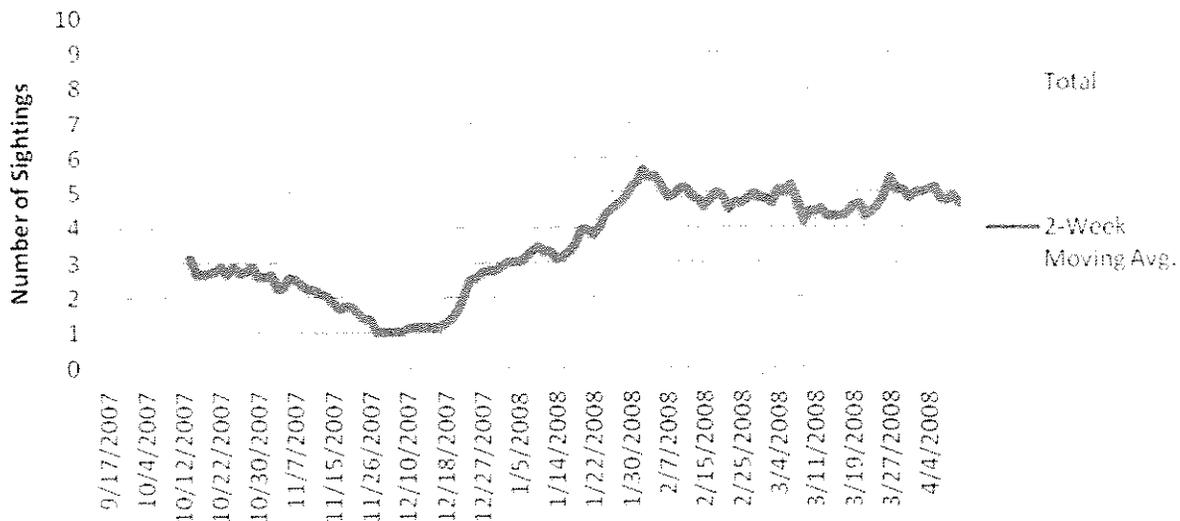


FIGURE 19 - MARINE WILDLIFE SIGHTINGS

FACILITIES

Successful ferry operations require accessible, functional facilities. Typically, this means ferry terminals, but also includes supporting facilities, such as park-and-rides and vessel maintenance/berthing facilities. For this service, funding has focused on the operations and the vessel side of the equation, as opposed to development of facility infrastructure. The purpose of this focus is to prioritize the operation of the service and defer facility investments until a need for permanent facilities is identified and permanent service is implemented.

KALAELOA BARBER’S POINT HARBOR

The west terminal is currently located in Kalaeloa Barber’s Point Harbor. The harbor is designed for deep draft vessels and is protected from the sea. The site was selected because of the minimal investment necessary to operate, as well as its location serving the communities on the West side of the island. Terminal facilities are currently austere, with room to tie up both vessels, a kiss-and-ride (private vehicle drop-off) area, and a bus stop. There are 23 free parking stalls for vehicles with two or more occupants.

ALOHA TOWER

The east terminal is currently located at Aloha Tower Marketplace in downtown Honolulu. The location is situated in Honolulu Harbor, a deep draft protected harbor. The site was selected because of the minimal investment necessary to operate and its location relative to the island’s business center. Terminal facilities are currently austere, with room to tie up a vessel and a bus

stop and kiss-and-ride located approximately 100 yards from where the vessel docks. Parking for a fee is available at Aloha Tower Marketplace and nearby City municipal parking lots for ferry riders.

KAPOLEI PARK AND RIDE

Early on in the service, it was apparent that ferry riders wanted a park-and-ride to be made available for single occupancy vehicles near the Kalaeloa terminal. Through negotiations with a James Campbell Company, the City secured the use of an off-street park-and-ride facility in the Kapolei business area, at the intersection of Kamokila Blvd and Uluohia, located approximately 2-3 miles from the terminal. This park-and-ride facility was moved to Kapolei Home Depot parking lot in January 2008. A ferry feeder bus stop was established adjacent to those park-and-ride facilities. Observations of the parking usage has yielded about 7 – 10 vehicles per day.

IROQUOIS POINT/PU'ULOA LAGOON

The residents of the Ewa and Ewa Beach areas represent a significant market for ferry riders. Throughout the course of the project, efforts have been made to secure a location that would serve this market. The Iroquois Point location represents the area of greatest potential for an additional ferry terminal, at least for the near future. Operating from this location would cut the length of the route in half, significantly increasing its competitiveness relative to landside transportation options. Hydrographic surveys revealed that the lagoon is too narrow and shallow to provide a docking point for our vessels. The US Navy was not receptive in a post 9/11 security environment to allow TheBoat to use the mouth of Pearl Harbor as a landing point, similar to the State's demonstration ferry project of 1999/2000.

OCEAN POINTE HARBOR

A new deep water harbor is currently under construction on the southern shore of Oahu near Oneula Beach Park. While construction of this harbor is still a few years from completion, it represents the best location for a terminal in the long-term. It would reduce the current trip distance by almost half, and does not pose the operational issues that a location in the Pearl Harbor has.

SERVICE MARKETING

Marketing is a critical component in generating awareness for TheBoat and encouraging people to use the service. The marketing strategy employed by TheBoat uses the web, community events, neighborhood and association presentations, collateral materials, radio and television appearances, press releases and paid advertising. In this section, we describe some of these approaches and their effectiveness in reaching potential riders.

INTERNET/EMAIL COMMUNICATIONS

The internet is a primary component of TheBoat's marketing strategy. The website (www.trytheboat.com) features schedules for the boat and feeder shuttles, maps, service bulletins, a "frequently asked questions" section and contact information. Individuals can sign up at the website to receive service updates via email. These updates are used to inform riders of service disruptions or cancellations or any new service features or changes.

COMMUNITY EVENTS

Another major component of TheBoat's marketing strategy is maintaining a presence at community events and fairs. The presence typically consists of a booth with collateral materials that include schedules and promotional items, as well as helpful staff to answer questions about the service.

Targeted events include those in markets served by the service. West Oahu neighborhood board meetings and festivals are key aspects of this strategy, which target residents in those areas. TheBoat also maintains a presence at new student orientations for UH, HPU, Heald College, Remington College and other Oahu educational institutions, with the goal of raising awareness of the service among students. Some of these downtown colleges have difficulty attracting students to their campus from West Oahu, because of the commute and the lack of parking downtown. TheBoat reduces the hurdles these students must overcome by offering them convenient, predictable, and affordable commutes with free wifi, and work tables to make their time productive.

LOCAL TELEVISION, RADIO AND NEWSPAPER INTERVIEWS

Radio, television, newspaper interviews are another key component of TheBoat's strategy. Interviews or press releases with the Mayor, Director of the Department of Transportation Services, and the project manager provide opportunities to raise awareness about TheBoat services at no cost to the City. Topics covered during these interview ranged from ridership milestones, service amenities, dedicated shuttle buses, backup shuttle bus service during a sailing cancellation, website and instant email alert system, schedule changes, shuttle bus expansion, etc...

APPENDIX INDEX

APPENDIX A: VESSEL SPECIFICATIONS

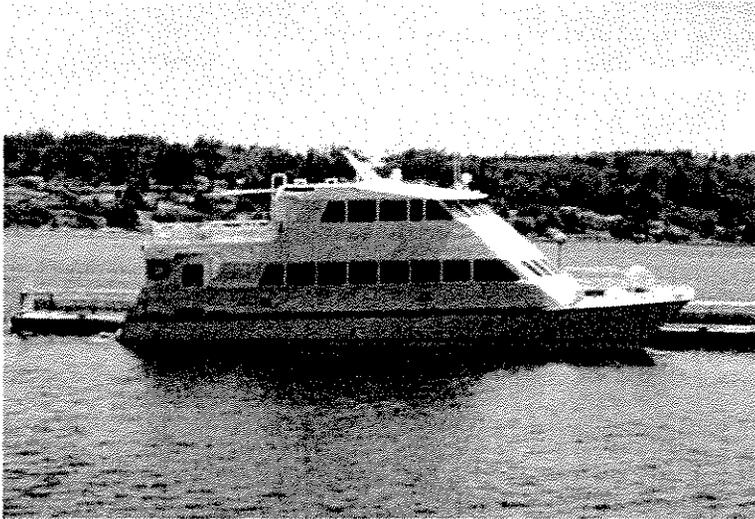
APPENDIX B: VESSEL MAINTENANCE PROGRAM

APPENDIX C: SERVICE MARKETING PLAN

APPENDIX D: PETITION FROM COMMUNITY TO CONTINUE SERVICE

APPENDIX A: VESSEL SPECIFICATIONS

MELISSA ANN



Length	72
Beam	28.5
Draft	6
Gross Tons	60
Designer	Incat
Builder	Nichols Bros
Year Built	1988
Current Location	Washington
Hull Form	Catamaran
Ride Control	None
Construction	Aluminum
Crew	3
Passengers	149
Interior Seats	183
Exterior Seats	30
Galley	Yes
Head(s)	2
ADA Access	Yes
Boarding Access	Aft P & S
HVAC	Yes
Bicycle Storage	6

Speed (Max Light)	32
Speed (Max Loaded)	30
Main Engines	Cat C-32
#	2
Total HP	2800
Drive	Props
Fuel Burn @ Max Loaded	140
Fuel Burn @ 25 kts	110

RACHEL MARIE



Length	72
Beam	28.5
Draft	6
Gross Tons	60
Designer	Incat
Builder	Nichols Bros
Year Built	1988
Current Location	Washington
Hull Form	Catamaran
Ride Control	None
Construction	Aluminum
Crew	3
Passengers	149
Interior Seats	183
Exterior Seats	30
Galley	Yes
Head(s)	2
ADA Access	no
Boarding Access	Aft P & S
HVAC	Yes
Bicycle Storage	6

Speed (Max Light)	28
Speed (Max Loaded)	25
Main Engines	Detroit 16V92
#	2
Total HP	2100
Drive	Props
Fuel Burn @ Max Loaded	105
Fuel Burn @ 25 kts	105

APPENDIX B: VESSEL MAINTENANCE PROGRAM

MELISSA ANN

Interval		Equipment	Service
50 hours	RT=	Weekly	Main Engines
	25		
	Op Days=		check zinc anodes
	5		
			Generators
		check v-belt tension	
		check battery electrolytes	
200 hours	RT=	Monthly	Generators
	100		change lube oil & filters
	Op Days=		take oil samples
	20		check air filter
			change primary fuel filter
	check turbo air, oil & cooling		
	check zinc anodes		
250 hours	RT=	Monthly	Main Engines
	125		clean aftercooler condensate drain
	Op Days=		check alternator belt
	25		check water pump
			clean air cleaner element
			change lube oil & filters
			take oil samples
	change primary fuel filter		
	change secondary fuel filters		
500 hours	RT=	Bimonthly	Main Engines
	250		inspect/clean fuel coolers
	Op Days=		service aftercooler cores
	50		
600 hours	RT=	Bimonthly	Generators
	300		replace air filter
	Op Days=		change secondary fuel filters
	60		check injectors
		check turbo boost	

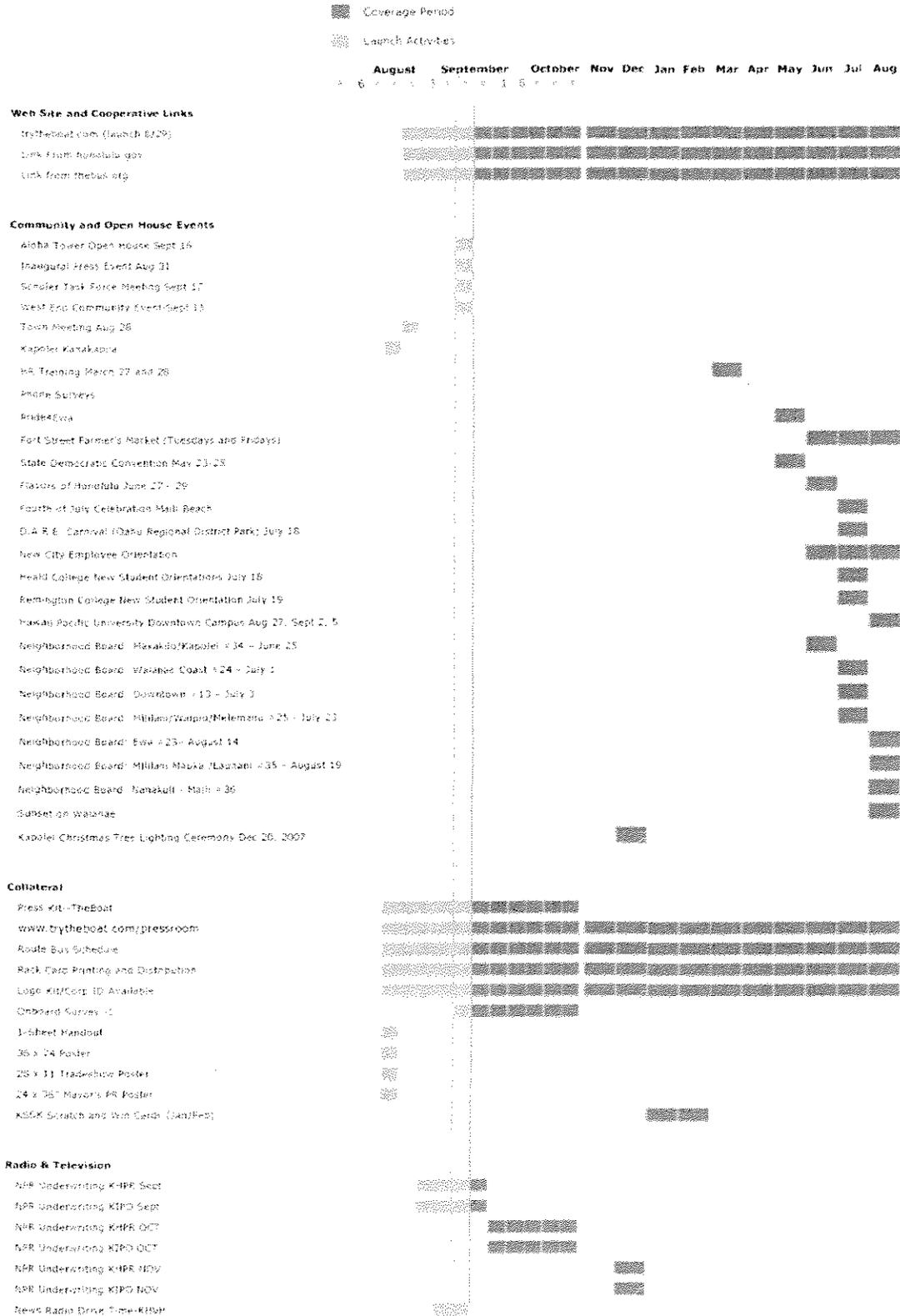
				flush cooling system
				change raw water pump impeller
1000 hours	RT=	Quarterly	Main Engines	
	500			clean aftercooler core
	Op Days=			replace crankcase vent filter
	100			inspect turbo
				check valve lash and timing
1200 hours	RT=	Quarterly	Generators	
	600			check valve clearance
	Op Days=			
	120			

RACHEL MARIE

	Interval		Equipment	Service
50 hours	RT=	Biweekly	Main Engines	
	25			clean sea water strainer
	Op Days=			check zinc anodes
	10			
			Generators	
				check v-belt tension
				check battery electrolytes
200 hours	RT=	Bimonthly	Generators	
	100			change lube oil & filters
	Op Days=			take oil samples
	40			check air filter
				change primary fuel filter
				check turbo air, oil & cooling
		check zinc anodes		
250 hours	RT=	Bimonthly	Main Engines	
	125			clean aftercooler condensate drain
	Op Days=			check alternator belt
	50			check water pump
				clean air cleaner element
				change lube oil & filters
				take oil samples
		change primary fuel filter		

				change secondary fuel filters
500 hours	RT= 250	Quarterly	Main Engines	
	Op Days= 100			inspect/clean fuel coolers
				service aftercooler cores
600 hours	RT= 300	Quarterly	Generators	
	Op Days= 120			replace air filter
				change secondary fuel filters
				check injectors
				check turbo boost
				flush cooling system
1000 hours	RT= 500	Semiannual	Main Engines	
	Op Days= 200			clean aftercooler core
				replace crankcase vent filter
				inspect turbo
				check valve lash and timing
1200 hours	RT= 600	Semiannual	Generators	
	Op Days= 240			check valve clearance

APPENDIX C: SERVICE MARKETING PLAN



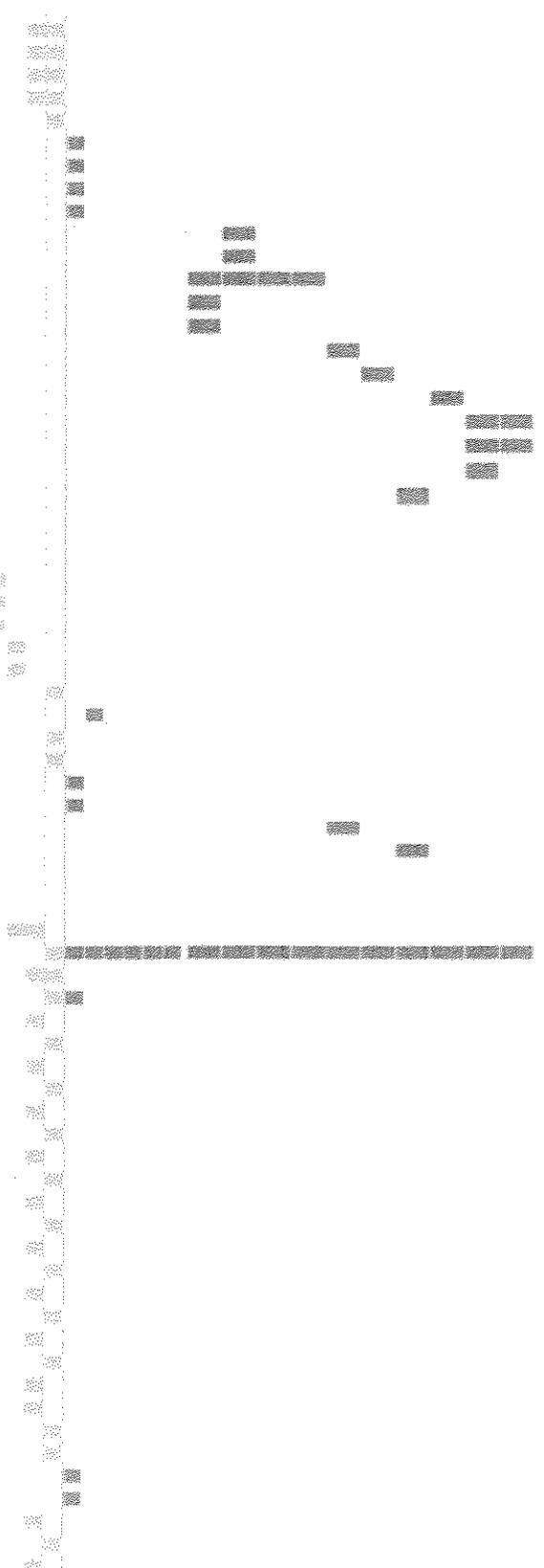
Talk Radio Drive Time-KHBE
 Radio Drive Time-KSOK FM
 Radio Drive Time-KSOK AM
 KHBE KHBE Traffic Website
 Interviews by Rick Hamada
 News Radio Drive Time KHBE
 Radio Drive Time-KSOK FM
 KHBE KHBE Traffic Website
 Radio KHBE Traffic Website
 KSOK News for Info Promo
 Island Radio Promo
 KSOK Scratch and Win (Jan/Feb)
 New Football Congrats
 New Radio Promo KDNB (78 Spots)
 March Radio Promo KSOK/KHBE/KDNB/KHBE (181 spots)
 April Radio Promo KSOK/KHBE/KDNB/KHBE (143 spots)
 June Radio Promo KSOK/KHBE/KDNB/KHBE (112 spots)
 July/Aug Radio Promo KSOK/KDNB (244 Spots) Cont T&G
 July/Aug Radio Promo KDNB/KHBE (178 spots) Cont T&G
 Tony Tadesco Radio Show - July 17
 Live To Save - May 2008

Public Relations

Press Release - HRG Service Announcement
 Maui's Fresh Conference 07/01
 Press Release - Oahuwide Press Conference
 Press Release - Open House Aloha Tour
 Press Release - Maui's VIP Festival
 Press Release - Service Starts One Stop Shift
 Press Release - Highland Winery
 WCF - 10am show interview 10/29 KCF
 WCF 7:00 am - 8:00 AM Rick Hamada
 Oct 1 5:00 PM - 7:00 PM KIMO 1500 John Nolan show
 WCF Sweeter Rides The Best KSOK Morning Show
 Press Release "Blessing" and Schedules Announcement Mar 26
 Signing OFF BOATING WEEK Proclamation with USCG May 1

Advertising

Sun Island - Launch
 Customized Sun Island Advertising
 Neighborhood Market 1 Announcement
 Neighborhood Market 2 Offer Card
 West Oahu People 1 - Sept 17 Wed
 West Oahu People 2 - Sept 19 Wed
 West Oahu People 3 - Sept 21 Wed
 West Oahu People 4 - Sept 23 Wed
 West Oahu People 5 - Sept 25 Wed
 West Oahu People 6 - Sept 27 Wed
 West Oahu People 7 - Sept 29 Wed
 West Oahu People 8 - Sept 31 Wed
 East Oahu People 1 - Sept 17 Wed
 East Oahu People 2 - Sept 19 Wed
 East Oahu People 3 - Sept 21 Wed
 East Oahu People 4 - Sept 23 Wed
 East Oahu People 5 - Sept 25 Wed
 East Oahu People 6 - Sept 27 Wed
 East Oahu People 7 - Sept 29 Wed
 East Oahu People 8 - Sept 31 Wed
 Midweek 1 WED best 12
 Midweek 2 FRI best 14
 Midweek 3 WED best 16

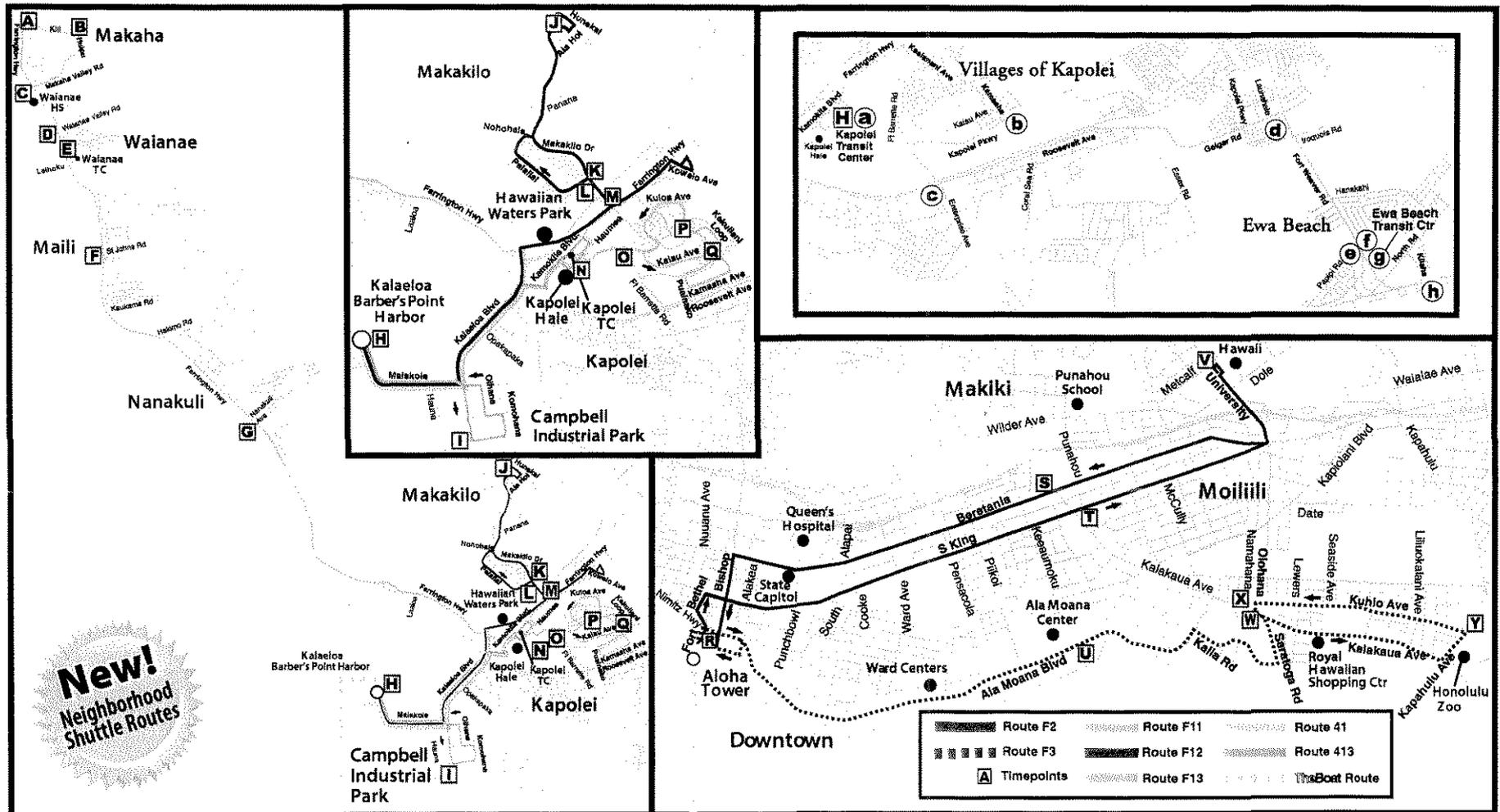


November 14, Friday 19
November 15, Saturday
In Theater Advertising
November 16, Sunday
November 17, Monday
November 18, Tuesday

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APPENDIX D: PETITION FROM COMMUNITY TO CONTINUE SERVICE





TheBus and TheBoat Service Effective 8/24/08

Eastbound Weekdays: Waiānae, Makakilo and Kapolei to TheBoat to UH Manoa and Waikiki

	C	B	A	C	E	F	G	L	J	M	Q	P	O	N	H	H	R	R	T	V	U	Y	X	Rt #
F11	433a	436a	441a	445a	451a	455a	504a	520a	530a	530a	830a	647a	658a	F2
F12	447a	455a	604a	520a	830a	641a	699a	704a	F1
F13	450a	458a	503a	507a	520a	830a	730a	758a	F2
F11	532a	537a	540a	544a	550a	555a	604a	620a	630a	730a	730a	747a	758a	F2
F12	547a	555a	604a	620a	730a	741a	756a	804a	F3
F13	550a	558a	609a	607a	620a	730a	750a	758a	F3
F11	658a	703a	706a	710a	718a	721a	731a	750a	800a	900a	900a	917a	928a	F2
F12	717a	725a	734a	750a	900a	911a	926a	934a	F3
F13	720a	728a	733a	737a	750a	900a	F3

Westbound Weekdays: Waikiki and UH Manoa to TheBoat to Kapolei, Makakilo and Waiānae

	W	Y	U	V	S	R	R	H	H	N	Q	P	O	L	J	K	B	T	E	D	C	B	A	C	Rt #
F1	258p	305p	329p	345p	355p	455p	455a	508p	513p	521p	529p	F13
F2	316p	329p	345p	488p	488p	F12
F13	485p	485p	F11
F1	403p	415p	432p	450p	500p	600p	600p	613p	618p	628p	631p	F13
F2	417p	430p	450p	600p	600p	F12
F3	600p	600p	F11
F1	527p	533p	564p	605p	815p	715p	715p	728p	733p	741p	748p	F13
F2	537a	547p	605p	715p	715p	F12
F3	715p	715p	F11

Route 41- Kapolei/Ewa Beach

Weekday: Westbound to Kapolei

	F	R	U	C	H	B	F13	H	H
41	440a	443a	447a	454a	457a	505a	507a	507a	520a
41	540a	543a	547a	554a	557a	605a	607a	607a	620a
41	710a	713a	717a	724a	727a	735a	737a	737a	750a

Weekday: Eastbound to Ewa Beach

	H	H	C	E	B	F13	B	B	F13
F13	455a	508a	519p	526p	530p	508p	519p	519p	526p
F13	600a	613a	621p	624p	635p	613p	621p	624p	635p
F13	715a	728a	735p	743p	753p	735p	743p	746p	753p

Route 413 Campbell Industrial Park

Effective 8/21/06

Weekday and State Holiday: To Campbell Industrial Park/Kapolei/Kalaheo

	N	I	H	H	N	Rt #
530a	538a	545a	545a	550a	550a	
600a	608a	645a	645a	615a	615a	
700a	708a	715a	715a	645a	653a	
730a	738a	745a	745a	645a	723a	
800a	808a	815a	815a	645a	753a	
300p X	306p X	315p X	317p X	325p X	325p X	
330p	336p	345p	347p	353p	353p	
400p	406p	415p	417p	425p	425p	
430p	436p	445p	447p	455p	455p	
500p	506p	515p	517p	525p	525p	
530p	536p	545p	547p	555p	555p	

NEW EXPANDED SHUTTLE SERVICE

- NEW! Route F11 extended from Waiānae Transit Center to **Makaha Towers**
- NEW! Route F12 extension to Villages of Kapolei near **Kapolei Knolls and Kapolei Golf Course**
- NEW! Route F13 extension to the community of **Kauea** (makai of Kapolei Parkway)
- NEW! Route 41 to **Ewa Beach**

There's more on the web:

Download a complete route guide and timetable at

trytheboat.com