

# THE MARIPORT GROUP LTD.

## REPRESENTATIVE PROJECTS IN FERRY AND MARINE TRANSIT

### **Lake Michigan Fast Ferries (USA)**

On behalf of an investor group, undertook a comprehensive operational and financial analysis of a proposed high-speed passenger/vehicle ferry between Milwaukee (WI) and Muskegon (MI). The service commenced in June 2004. In 2005 Mariport undertook a feasibility evaluation of a passenger-only service between St. Joseph (MI) and Chicago (IL).

### **Key West Fast Ferry (USA)**

Undertook a comprehensive analysis of potential ferry routes from the West Coast of Florida to Key West. The study involved extensive analysis of visitor travel to and within Florida to determine potential ferry ridership.

### **Pelee Island Ferry Service - Lake Erie (Canada)**

Part of a team that reviewed the operation of the ferry service with a view to reducing costs and increasing revenues. Mariport identified several areas of cost reduction, as well as revenue opportunities that could enable the service to reach break-even in five years.

### **Inter-Island Ferry Service – Shetland Islands (UK)**

Mariport was part of a Canadian/UK team that evaluated the ferry system for improved cost recovery, while still providing necessary inter-island communication. Detailed comparisons were undertaken of comparative UK and Canadian ferry services to benchmark the Shetland services.

### **High Speed Ferry Market & Economic Model**

Part of a Canadian/US team that analyzed the market for high speed passenger/vehicle ferries with particular emphasis on Canadian routes. A primary role for Mariport was to develop an economic model to analyze the use of fast ferries on specific routes. Extensive traffic studies were also undertaken.

### **Toronto Harbourbus**

On behalf of the Toronto Harbour Commissioners, undertook a pre-feasibility analysis of a low-tech harbourbus to provide service to visitors within the port area. Surveyed the market for inexpensive water taxi designs and identified a suitable Great Lakes supplier.

### **Fortune Bay Ferry<sup>1</sup>**

On behalf of the Water Transport Assistance Directorate, analyzed the costs and opportunity for a possible new ferry service between the Connaigre and Burin Peninsulas in Newfoundland. Analyzed ship costs, types and port facilities as well as potential ridership and fares.

### **Newfoundland and Labrador Freight and Passenger Ferry System<sup>1</sup>**

Under two separate contracts, analyzed the cost of providing freight and passenger services to remote communities. The market for appropriate vessels was analyzed and costs developed on the basis of an independent operator bidding against a 5-year contract.

### **Passenger Service – Pusan-Yeosu (South Korea)<sup>1</sup>**

On behalf of the operator, undertook a thorough review of existing hydrofoil operations and made recommendations relative to new vessels to upgrade their existing service. Also outlined data collection needs to enable the company to undertake a formal market study.

### **Commuter Ferry Service**

Mariport provided input to a team on marine issues and financial modelling of a fast commuter ferry service for Halifax Harbour. Mariport continues to advise Halifax Regional Municipality on the service.

### **Delaware River & Bay Authority**

Part of a multi-disciplinary team evaluating loss of traffic by the DRBA and advising on actions to rebuild ridership and increase revenue.

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<sup>1</sup> Undertaken wholly, or in part, by Mariport's principal prior to formation of the company.

### **NWT Ferries**

Undertook an organizational review of the NWT Marine Services Division, recommending new approaches for managing the territories' ferries. Later, also provided terms of reference for a technical review of two ferries.

### **Digby-Saint John Ferry Service**

- Prepared an independent review of the service for the current operator. The review was conducted entirely in house using publicly available information and Mariport reference material on the service.
- Undertook a study for a regional group that assessed the economic impact of loss of ferry service. This study involved an extensive web-based survey.

### **Passenger and Vehicle Ferry Services (Alaska)<sup>1</sup>**

As part of a major analysis of passenger and freight services in south east Alaska, analyzed the operations of the Alaska Marine Highway and regional barge freight services. The study incorporated a technical and financial analysis of high-speed passenger and vehicle ferries to support the AMHS. Mariport later undertook a maintenance management study for the AMHS and recently advised on manning and pricing issues.

### **Mine Personnel Services (Alaska)<sup>1</sup>**

Analyzed the support of a proposed mine near Ketchikan, Alaska, relative to moving mine personnel in and out on a regular basis. Weather conditions in the area ruled out fixed-wing or helicopter support. A high-speed craft system was developed to feasibility level, with detailed capital and operating costs.

### **International Ferry Service, Great Lakes**

As part of a Canadian/US Team, analyzed the opportunity for a new international cross-lake service. Mariport's primary area of responsibility was relative to ship operations, port configuration and costs. However, advice was provided to other team members on comparable ferry operations, ship-board services, and on-board revenues.

### **Wikwemikong to Killarney Ferry**

Undertook a comprehensive study of a proposed ferry, including surveys in key locations to determine potential use and price points. The study also included an assessment of economic impact from the ferry and provided terminal designs. Environmental and bathymetric studies were also undertaken.

### **Lake Ontario Ferries**

On behalf of different clients evaluated two freight ferry routes, a passenger/vehicle ferry between Toronto and Lewiston, and a passenger-only high-speed service between Toronto and Niagara. The freight ferry routes are cross lake between Hamilton (ON) and Oswego (NY), and down lake to Prescott (ON). Also evaluated the opportunity for an automobile carrier service between Oshawa and Oswego for new vehicles.

## **EXPERTISE IN FERRY AND MARINE TRANSIT**

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When considering a new or existing ferry service, there are many factors that need to be taken into account: who the passengers are (or will be); how they get from origin to destination; why they travel and how long it takes. Ease of transportation access to and from the ports of call and the actual docks, is also important.

If high-speed craft are indicated, then selection of the best type for the service is critical. Speed, however, may not be essential, and a conventional vessel may be able to provide a marketable service at an attractive price. There are many types of ferry available, both new and used, all of which have specific characteristics that make them attractive on certain routes, but a potential disaster on others.

Mariport has a broad understanding of ferry and marine transit needs built up over many years and in many jurisdictions. Technical aspects have been built into a comprehensive operation and finance model that we can modify to the needs of specific routes and types of operation. This model can be used for both passenger only and auto/passenger routes.

Published Papers relating to ferry operations are available on Mariport's web site

# Mariport's Ferry Service Evaluation Model

