



High-Speed Ferry Project

CTC Status Briefing

February 27, 2003

San Diego Unified Port District
SCX, INC.

Progress to Date



Mar. '01 - Port issued RFP to select contractor for Service

- Two responsive bidders
- SCX, Inc. selected

Progress to Date



Mar. '01

RFP contractor selection process

CTC Meeting - Oct. '01

Phase 1 - preliminary planning - \$200K

Phase 2 - final design - \$200k

- completed Feb. '02 with support from Environmental Groups

Progress to Date

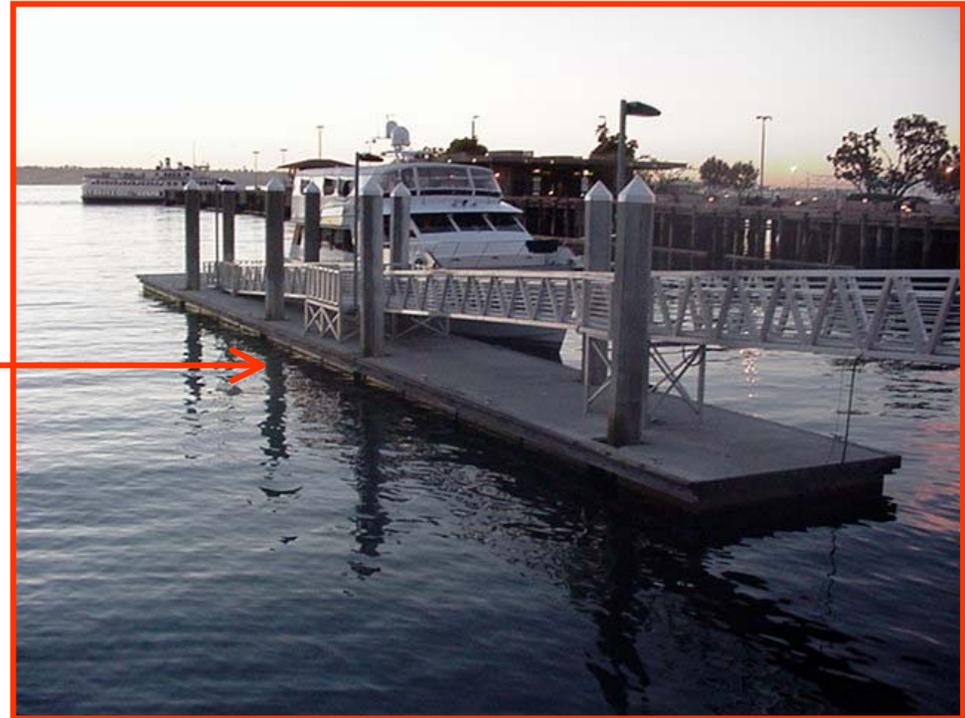


Mar. '01
RFP contractor selection process

CTC Meeting - Oct. '01
Phase 1 - preliminary planning - \$200K
Phase 2 - final design - \$200k

CTC Meeting - Feb. '02
Phase 3 - infrastructure - \$884k

Accessible Gangway/Dock San Diego



Progress to Date



Mar. '01

RFP contractor selection process

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Phase 2 - final design - \$200k

CTC Meeting - Feb. '02

Phase 3 - infrastructure - \$884k

CTC Meeting - Jul. '02

Phase 4 - marketing/operations - \$2.5M

- Shipping Vessel
- Receiving Coast Guard approvals - Complete Jan. 17, '03
- Launching Marketing campaign



Overview of Media Campaign

- cable television - intrusive, geographically targeted
- radio - intrusive, wide net
- direct mail - significant amount of information, “call to action”, allow test of \$5 price point
- Outdoor - Billboards reach consumers in their cars
- employer outreach - reach consumers on the job
- newspaper - geographically targeted
- publicity - leverages interest



**SPECIAL
Introductory Offer
50% off Regular Fares**

**One Way Trip \$5.00
Round Trip \$10.00**

Offer good now through April 1st, 2013. Just mention the coupon code below when calling 866-WaveWay (525-3929) to make your reservation, or enter it in the coupon field if making your reservation online at www.TakeTheWave.com.

Coupon Code SCX-100

**Grab these savings
fast, seats are limited!**

**866-WaveWay (525-3929)
www.TakeTheWave.com**

Schedule

Monday - Friday		
Downtown to Downtown	Leave 6:00am	Arrive 7:35am
Downtown to Oceanside	Leave 6:50pm	Arrive 8:30pm
Fares		
One Way	\$5.00	
Round Trip	\$10.00	
Monthly Fares	\$300.00	
Parking in Oceanside and shuttle service in Downtown San Diego are included in your fare.		

Reservations

Reservations are highly recommended at occupancy limited to 140 passengers. Just call 866-WaveWay (525-3929) or make a reservation online at www.TakeTheWave.com.

Tickets

Tickets can be purchased when you make your reservation online or by phone. Ticket can be purchased on-board, but reservations are highly recommended due to limited occupancy.

Guaranteed Emergency Ride Home

The Guaranteed Ride Home (GRH) Program provides an emergency ride home to accommodate ride support, company, late work, or no transit to get home after the last ferry service. To be eligible, you must register with RideLine. Visit www.SDGRH.com or call 1-800-COMMUTE (where option 3).



To the Ferry in Oceanside:

Parking and shuttle services are included in your fare.



Free parking in Lot 23 in Oceanside, with convenient shuttle service to Dolphin Dock.



Shuttle service from a dock in San Diego right to your office & back to the dock.

Getting to the Ferry in Oceanside

Driving from the North on I-5

Take the Coast Hwy/Oceanside Exit. Follow Coast Hwy to Surfside Way. Turn Right on Surfside Way. Turn Right into Lot 20 just past railroad.

Driving from the South on I-5

Take Hwy 78/Carls Court Hwy. Left (South) on Hwy 78. Left on North Coast Hwy. Turn Right on Surfside Way. Turn Right into Lot 20 just past railroad.

When you enter lot 20, drive past the shuttle. Get a free parking pass for your car, board the shuttle and take a short ride to the ferry. You can also park in Lot 11B next to the Dolphin Dock, there is a cost of \$C a day for parking.

Alternative Transportation

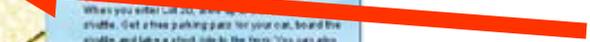
Ride your bike, walk, or get dropped off at the Dolphin Dock in Oceanside Harbor. Or, take the bus to North County Transit District Route 312, 301, and 302 stop a few yards south of the Dolphin Dock.

Getting to Your Office in San Diego

Shuttle Service to and from your office is included in your fare. Ferry rates run from the dock to your office in:

- **Downtown**
- **Mission Valley**
- **Point Loma**
- **22nd St. Naval Station**

A return shuttle will take you back to the dock in the evening for your return voyage home.



A Great Way to Start the Day
Get back, sip a cup of coffee and enjoy the view, sights and fresh sea air as you travel from Oceanside to Downtown San Diego. Then take a shuttle right to your front door.

Turn Your Commute into a Mini-Vacation
Leave jammed freeways behind and take to the open seas with an exhilarating ocean view aboard The Wave!

The Perfect Way to Unwind After Work
Relax on deck with friends, catch up on some reading, or enjoy a drink. Arrive home refreshed and recharged.

www.TakeTheWave.com

About The Wave

The Wave is high-speed, low emissions, low wake ferry. The boat uses a hybrid to "thru" through water just like the wings of an airplane allow it to travel through air. The 20 foot ferry features a smooth ride that mimics the buoyancy of the water, providing a smooth, comfortable ride.

The ferry features an outside deck and a fully air conditioned main cabin. Seating and baggage are easily accommodated. Come on board and you'll find:

- **A friendly crew**
- **Enclosed & open air seating**
- **Quality coffee & snack service**

The Wave is a 10-month demonstration of daily high-speed ferry service between San Diego and Coceanside. Designed to get the best of both worlds and improve the environment, the project is funded by the Governor's Traffic Congestion Relief Program.

About SCX

SCX, Inc. is a San Diego based ferry company with long-term roots in the community. If the ferry proved popular, SCX plans an expansion of service on the route at least at 300mg more routes throughout Southern California.

The Wave
A service of SCX, Inc.
400 S. Diego Avenue, Suite 100A
Oceanside, CA 92076
Phone: 866-847-0373
Fax: 959-947-0376
Email: CustomerService@TakeTheWave.com

Reservations: 866-WaveWay (525-3929)

THE WAVE

Commuter Ferry

From Oceanside to Downtown San Diego
Parking and Shuttle from the dock to your office included in your fare.

www.TakeTheWave.com

Parking & Shuttle
Included in your fare

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Ferry from Oceanside to San Diego

Service starts March 3, 2003 or soon. Please check back for possible earlier date.

Come on Board!

Turn your commute into a mini-vacation with high-speed ferry service from Dolphin Dock in Oceanside to Downtown San Diego. Leave jammed freeways behind and take to the open sea with an exhilarating ocean cruise aboard The Wave.

Parking & Shuttle From the Dock to your Office Included in your Fare

A Great Way to Start the Day



Sit back, sip a cup of coffee and enjoy the sun, sights and fresh sea air as you cruise from Oceanside to Downtown San Diego, then take a shuttle right to your front door office in Downtown, Mission Valley, Point Loma, or 32nd St. Navy Station. Cloud 9 shuttle service and parking are included in your fare.

The Perfect Way to Unwind After Work



Relax on deck with friends, catch up on some reading, or enjoy a snack at the bar. In about one hour you'll arrive home rested and refreshed.

We look forward to serving you!



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Current Status



Mar. '01

RFP contractor selection process

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Phase 1 - preliminary planning - \$200K

Phase 2 - final design - \$200k

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Phase 3 - infrastructure - \$884k

CTC Meeting - Jul. '02

Phase 4 - marketing/operations - \$2.5M

CTC Meeting - Feb. 27, 2003

- Start of Operations - Mar. 3, 2003
- Continue to seek private investment
- Inaugural event - Mar. 21, 2003 10:30am-12:00pm



Next Step



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CTC Meeting - Feb. 27, 2003: STATUS

Status - marketing/operations

CTC Meeting - May '03

- Current Funding is sufficient through Aug. '03
- Anticipated request for \$1.216M remainder

Port of San Diego



Caltrans

City of
Oceanside

U.S. Coast Guard