

**GOVERNMENT OF THE VIRGIN ISLANDS
OF THE UNITED STATES
PUBLIC SERVICES COMMISSION**

IN RE

**TRANSPORTATION SERVICES OF ST.
JOHN, INC. AND VARLACK VENTURES,
INC. PETITION FOR RATE INCREASE**

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**DOCKET NUMBER 601
ORDER 41/ 2013**

ORDER REQUIRING ADDITIONAL BRIEFING

THE ABOVE-REFERENCED matter came on for public hearings on the island of St. John and St. Thomas. The St. John public hearing was held on February 27, 2013 and the St. Thomas public hearing was held on February 28, 2013.

At both hearings, the parties read into the record the document entitled Joint Stipulation of Facts and Recommendation to the Hearing Examiner. At both hearings, after presentation of the Joint Stipulation document the public comments commenced and there were several issues that were raised by various contributors. After receiving a copy of the transcript of both hearings on March 27, 2013, the Hearing Examiner made note of several of those issues. Accordingly, the premises having been considered,

IT IS HEREBY ORDERED that the parties shall, **on or before April 30, 2013**, file a supplemental brief addressing the following issues:

1. Is it legally permissible to create a new rate category that distinguishes between “tourists” and residents?
2. What consideration, if any, was given to other categories of tickets and payment options (one-day pass, family pass, monthly pass, and holiday special pass) that could

- be billed at a lower differential rate, yet have the potential to increase ridership frequency?
3. What marketing efforts are currently employed by the Ferry Companies to increase publicity and promotion of ferry services?
 4. What marketing data is available to determine the various subcategories of riders and their transportation needs?
 5. What marketing efforts will be employed by the Ferry Companies to increase the publicity of the new tourist rate if implemented?
 6. Are current information and marketing efforts coordinated with outside agencies (Tourist Board, Chamber of Commerce, hotels, and cruise ships) that have the capability to help increase ferry ridership through the use of differential rates?
 7. What efforts, if any, are being made to create a fare structure that meets the specific cost needs of special populations (seniors, welfare-to work, seasonal tourist workers, medically challenged, disabled etc.)?
 8. What efforts, if any, were made to engage businesses, organizations and agencies to institute discounted, frequent -rider, and/or employer-subsidized fare options?
 9. Are there existing cost **and** revenue projections for implementing alternative payment options such as credit/debit cards or Internet purchases?
 10. In implementing the tourist category, what rate differential, if any, will apply to adults, children and seniors?

It is further, **ORDERED**, that the parties may submit a joint supplemental brief, if possible; and it is further,

ORDERED that if a joint document is not possible, that each party shall submit its separate brief on or before the April 30, 2013 deadline.

DONE and **SO ORDERED**, this 12th day of April 12, 2012.

_____/s/_____
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